

# PRINTERS' INK

Registered U. S. Patent Office

**A JOURNAL FOR ADVERTISERS**  
185 Madison Avenue, New York City

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VOL. XCVI

NEW YORK, AUGUST 10, 1916

No. 6

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## “The Story of the States” in Book Form

THE appearance of the “Epilogue” in Printers’ Ink as the Finis to “The Story of the States,” brought many letters to Advertising Headquarters.

The writers of these letters were kind enough to express an unusual interest in these advertisements. A surprising number of them suggested that they would like to have the entire set in permanent form.

It gives us pleasure to announce that “The Story of the States” is now in book form. The edition is limited, but we will be glad to mail a copy gratis to any official or executive who will so express the wish on his business letter head.

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**N. W. AYER & SON**

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

# A Tale of A Live Town

"How does this town of 100,000 people support six such department stores as you have here?" This question was put to a merchant whose store equals those in metropolitan centers, in architecture, grade of merchandise, and even in size.

"It doesn't," replied the merchant. "If we had to depend upon the town trade we would starve to death.

"But we don't depend upon the town. We are in the center of a district where farming is made a business and a good one. I estimate that the farm trade done by our stores varies from 25% to 50% of their total business. We have special farm sales and delivery days. We know the value of farm trade and we go after it."

\* \* \*

The Standard Farm Papers are subscribed for by men who make farming a *practical business*—the type of men referred to above.

These papers do not skim *all* fields of farming, but are selective mediums and deal *intimately* with the problems of one section or class.

They get close to that class—close enough for your advertising influence to be a commanding influence.

## THE STANDARD FARM PAPERS

### The Wisconsin Agriculturist

*Established 1877*

### The Indiana Farmer

*Established 1845*

### The Farmer, St. Paul

*Established 1883*

### The Ohio Farmer

*Established 1848*

### The Michigan Farmer

*Established 1843*

### Prairie Farmer, Chicago

*Established 1841*

### Pennsylvania Farmer

*Established 1880*

### The Breeder's Gazette

*Established 1881*

### Hoard's Dairymen

*Established 1870*

### Wallaces' Farmer

*Established 1895*

### Kansas Farmer

*Established 1877*

### Progressive Farmer

*Established 1886*

### Birmingham, Raleigh

*Memphis, Dallas*

WALLACE C. RICHARDSON, INC.,  
Eastern Representatives,  
381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.,  
Western Representatives,  
Advertising Bldg.,  
Chicago

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCVI

NEW YORK, AUGUST 10, 1916

No. 6

## When a Consumer Contest Is Profitable and When It Isn't

Used Merely as an Advertising Device, Its Value Is Doubtful, but if Made to Serve a Merchandising End It Has Possibilities

By Roy W. Johnson

PROBABLY there is nothing which pleases the advertiser of short experience so much as a large volume of "direct results." He wants an ocular demonstration of the fact that his advertising is pulling, and is not to be blamed if he places an altogether absurd importance upon casual inquiries and desultory comments. They are evidence that the great consuming public is actually responding to his appeal. He is making an impression; he is swaying the multitude to his will. He is addressing a vast, unseen audience, and those scraps of paper are the applause which tells him that he is getting across with his message. As a measure of the value of advertising copy or of an advertising medium, direct inquiries may be the poorest possible standard, but the average advertiser needs to be pretty well seasoned by experience and thoroughly grounded in advertising principles before he can judge them with entire impartiality.

He is a pretty level-headed business man, for example, who can resist the subtle flattery of fifty or a hundred thousand letters, written by people all over the country, and all of them about his product and in response to his suggestion. Therein lies a good deal of the psychology of the prize contest, from the point of view of the manufacturer. It furnishes a vast quantity of proof that his advertising copy is ac-

tually being read, and that he is able to influence several thousand people to do something which they would not otherwise think of doing. But as to its actual effect upon the sale of his product and the public confidence in his concern—which are the real objects of all his advertising—there may be a different story to tell.

As a matter of fact, as nearly as I can find out, the day of the prize contest which is run merely for the purpose of getting direct returns is passing. I mean the contest which has no other object than to "stir up a lot of interest" or "get people to talking about us." Those concerns which have conducted prize contests within the past year or two, which they are willing to affirm were positively successful, have almost without exception used the contest as a means to accomplish some definite object which did not appear on the face of things. Either that, or the contest was a perfectly natural part of their general plan of campaign. Those who have run a contest as a result-bringing stunt, or just for the sake of starting something, are pretty nearly unanimous in the opinion that results were disappointing.

### THE CONTEST AS A CLIMAX

Specific examples will help to make my meaning clearer. The recently concluded contest of the Sterling Gum Company awarding

prizes for the discovery of the "missing 7th point," is a good example of the contest which really "belongs" in a plan of campaign. It was the perfectly natural climax to the company's whimsical exploitation of "Old Seven, the Baffler." Of course the mysterious 7th point was nothing in the world but a device to make people read the other six; as President Gauss put it, "a method of getting across with reason-why copy for chewing-gum." Being a bit of fiction, the company had to handle it as the writer handles a short story—building up the interest as high as possible and cashing in with the climax before it begins to flag. As every writer knows, it is fatal to overstay your market and come in with the climax after everybody has lost interest and gone home; and it is futile to explode the climax prematurely.

Now nobody will seriously maintain that the slogan which won the first prize in the Sterling Gum contest—"The gum the sun brought out"—is worth \$1,000, purely as an advertising slogan; and much the same is true of the other 7,000-odd winners of the minor prizes. When you figure that the prizes cost the company close to \$20,000 in addition to the advertising space devoted to the contest, the fact that 314,000 people were induced to respond does not seem quite so impressive. In other words this contest, merely as a "stunt," would hardly have been worth what it cost. But it served its purpose admirably as the climax to an entertaining bit of fiction.

Thus it happens sometimes that the contest is an appropriate part of the plan of campaign, but it may be stated as a general rule that the profit from a contest is in the by-products and seldom in the direct results. Sometimes, for example, a prize contest represents the most economical method of getting certain information from the general public. The recent Bon Ami contest is a case in point. Here the company was putting out its product in

cake form and also in powder. The cake had been on the market for years, and the powder had been introduced comparatively recently. The company knew that both were selling, but wanted to find out to what extent the powder was displacing the cake, and for what particular uses the powder was considered superior by housewives. Did the housewife consider the powder more convenient for cleaning bathroom fixtures, for example? Should the company advertise the powder or the cake as being best suited for cleaning mirrors? It wasn't a question of what *the company* thought about it, but of what *the housewife* actually preferred. The only way to find out was to ask her, and the prize contest calling for lists of uses for Bon Ami, cake and powder, was the result. R. S. Childs, general manager of the Bon Ami Company, writes to PRINTERS' INK:

#### REPLIES AT A DOLLAR APIECE

"We received 25,306 replies to the contest, which called for the longest list of uses for Bon Ami, and about 6,000 letters, mostly from the same persons, for the subordinate contest, which called for the best letter on the subject, 'Which do you like better, Bon Ami Cake or Powder, and why?'

"The number of returns was small in proportion to the money spent in advertising the contest. It cost us over \$1 per reply, mainly, no doubt, because we did not ask for some easy, happy thought or bit of cleverness, but required considerable real hard work from each contributor. The contest, accordingly, probably made 200,000 women consider seriously how many things they could use Bon Ami for, because, of course, those who actually answered were only a fraction of those who meditated over the advertisement and considered whether or not they would undertake to compete.

"This undoubtedly was valuable to us, because the great problem in this business is to persuade people that Bon Ami is good for

# *Reader Confidence and The Christian Herald*

## **CONFIDENCE !!**

### **What would you not give for it ?**

Great governments hold millions of gold in their vaults, not for itself, but that the world may greet their promises to pay with *confidence*.

The merchant takes his discounts not so much for the money gained, but in order that his credit may be maintained, for business cannot exist without *confidence*.

The wise advertiser prunes his every statement and tests each phrase by the unyielding measure of truth, that he may gain and hold the reader's *confidence*.

The wise publisher, too, guards his columns as he keeps his soul, for his whole enterprise is founded upon and bound together by *confidence*.

A recent personal investigation has yielded new evidence of the confidence of readers in the truth and honesty of **THE CHRISTIAN HERALD**. They believe its statements, because they have found them true.

This faith in the text includes the advertising.

**CHRISTIAN HERALD** advertising is publicity plus *confidence*.

**THE CHRISTIAN HERALD**  
Member Audit Bureau of Circulations  
**BIBLE HOUSE, NEW YORK**

other things than the cleaning of windows. Most housewives buy it semi-annually for a grand clean-up of their windows and never use it for polishing metals, cleaning bathtubs, white paint, etc.

"Our sales were very good at the time of the contest, but we cannot demonstrate that this would not have happened anyway."

#### BUSINESS RESEARCH THE PRIMARY PURPOSE

"The prize contest had considerable value, however, in fulfilling its *primary purpose of business research*. The traditional theory of the uses of Bon Ami, on which our advertising copy rests, is based on very illusive data. We pick up items from the chat of friendly housewives, but the total amount of such dope is really very small. The purpose of this contest was to make our consumers talk to us, carefully and at length. We took pains to plead for frank outspoken letters, critical rather than effusive or complimentary. We did not succeed in getting any criticism and were unable to discover by this method any mistakes in our business practice or any defects in the goods.

"By tabulating the replies we produced a big chart, showing the seventy leading uses for Bon Ami and to some extent this chart guides our advertising. It leads us, for example, in an advertisement showing the cleaning of a bathtub to put a can of Bon Ami powder, rather than a cake, into the hands of the model, whereas in a window- or mirror-cleaning advertisement we take pains to show a cake, there being a clear preference on the part of housewives along these lines in the prize-contest returns. In considering a suggestion for an advertisement illustrating the cleaning of white enamel beds, we look up the chart and notice that very few contestants mention this use.

"Bon Ami in the powder form was still new at the time of this contest, and we did not know very much about it ourselves, beyond

the fact that the public was beginning to buy and sales were repeating with satisfactory regularity and increasing speed. The prize contest demonstrated that the powder was not much of a competitor of our cake, but was destined to be the great bathtub cleaner, just as the cake had always been the great glass cleaner.

"Generally speaking, the prize contest did nothing but corroborate our previous understandings regarding our business. It disclosed no mistakes of theory or policy, and did not change the direction of our efforts. We never expect to have another contest, but we are glad that we had that one."

Another successful contest plan which depends for its profits upon the by-products is that used by the Fleischmann Company, which offered ponies to boys and girls who collected labels from bread baked with Fleischmann's Yeast. These contests were staged locally. George B. Lester, vice-president of the company, gives a very complete account of the purposes and the results of the contests in the following statement to **PRINTERS' INK**:

"Our prize contest closed in Buffalo on May 20," Mr. Lester writes, "by the distribution of fifty prizes to the successful contestants. The distribution of prizes took place in the Auditorium, the formal presentation being made by Mayor Fuhrmann, of Buffalo, assisted by certain other city officials.

"The floor of the Auditorium had been filled with temporary seats for the accommodation of the contestants, their families and friends, as well as the public, and when the doors were closed, at 2.30, there were over 16,000 men, women and children in the Auditorium and between four and five thousand on the outside who could not gain admission.

"The crowd was most enthusiastic and evidenced the keenest interest in the awarding of the prizes. There seemed to be an entire absence of any ill-feeling or jealousy on the part of any

# Count By States

## of NEEDLECRAFT

This count finished July 1st, 1916

### CIRCULATION BY STATES

Alabama	10,052	Massachusetts	18,242	South Carolina	6,793
Arizona	2,712	Michigan	62,298	South Dakota	18,097
Arkansas	13,632	Minnesota	45,746	Tennessee	17,505
California	38,583	Mississippi	8,530	Texas	40,998
Colorado	16,867	Missouri	65,400	Utah	2,938
Connecticut	7,088	Montana	10,988	Vermont	6,765
Delaware	1,592	Nebraska	42,842	Virginia	9,479
D't of Columbia	1,815	Nevada	1,177	Washington	26,914
Florida	6,530	New Hampshire	5,627	West Virginia	13,178
Georgia	13,632	New Jersey	6,084	Wisconsin	46,977
Idaho	8,342	New Mexico	3,408	Wyoming	3,586
Illinois	102,451	New York	43,771	Canada and Foreign	28,918
Indiana	72,336	North Carolina	11,579	Alaska and U. S. Posses.	1,129
Iowa	81,181	North Dakota	13,663	Expiration-	
Kansas	61,470	Ohio	93,222	Mailed, mixed	68,124
Kentucky	17,584	Oklahoma	28,522		
Louisiana	5,630	Oregon	17,745		
Maine	11,208	Pennsylvania	60,215		
Maryland	4,798	Rhode Island	2,346	Total	1,310,309

### CIRCULATION BY TERRITORIES

New England	51,276	Ky., W. Va., Tenn., Ala., Miss., La., Texas, Okla., Ark.
Maine, N. H., Vermont, Mass., R. I., Conn.		
North Atlantic	118,275	Middle States 705,683
N. Y., N. J., Penn., Dela., Md., Dist. of Colo.		Ohio, Ind., Ill., Mich., Wis., Minn., Iowa, Mo., N. D., S. D., Nebr., Kans.
So. East States	48,013	Western States 133,260
Virginia, N. C., S. C., Ga., Fla.		Mont., Wyo., Colo., New M., Ariz., Utah, Nevada, Idaho, Wash., Oregon, Cal.
So. West States	155,631	

*Now Over One Million*

**NEEDLECRAFT PUB. CO.**

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.  
Peoples Gas Building  
Chicago, Ill.

CHAS. DORR, New England Mgr.  
6 Beacon Street  
Boston, Mass.

of the contestants; in fact, it was a splendid exhibition among the children of a real generous spirit, as the disappointed contestants applauded vigorously their more fortunate friends and co-workers, and all seemed satisfied that they had done the best they could and that the prizewinners deserved the rewards which they received. We made a particularly careful canvass of this situation during the progress of the distribution of prizes, which covered a period of nearly four hours—that is, from the time the hall was fairly well filled. This culmination is perhaps the best evidence of the intense interest shown throughout the campaign, which began on February 4.

"There were in all 5,021 contestants, who collected during the thirteen weeks that the campaign ran over twenty-nine million labels, taken from bread made with Fleischmann's Yeast. This campaign embraced contestants from Buffalo city and its immediate suburbs, Tonawanda, Niagara Falls and Lockport.

#### SIX MILLION LABELS FROM PRIZE-WINNERS

"That the contest was a success, from the standpoint of advertising bread made with Fleischmann's Yeast goes without saying. There were put out in the territory above described during the period of this campaign over twenty-five million counts of bread, each five-cent count carrying with it one label and each ten-cent count two labels, advertising the fact that the particular loaf of bread was made with Fleischmann's Yeast and other pure ingredients, the fifty prize-winners alone turning in over six million labels.

"Five thousand and twenty-one children were talking bread made with Fleischmann's Yeast daily for thirteen weeks while the labels were being gathered, and this same number of children continued to talk bread made with Fleischmann's Yeast up to the 20th of May, when the prizes were distributed. In addition to

these 5,021 children, their families, friends and neighbors have been talking bread made with Fleischmann's Yeast and buying bread with the contest label, so as to help out the children.

"This, of course, all goes to create general publicity for Fleischmann's Yeast and bread made with Fleischmann's Yeast, and there is no doubt in our minds but what the impression will be a lasting one and that the result of the campaign, from the standpoint of wide publicity for our product, is a success.

"The other side of the question and, of course, the all-important one is the permanency of result from this particular form of advertising, and on this subject I may say a few words:

"The campaign was worked out with one ultimate object in view, and that object was to *broaden the market for bakers' bread*. All other results were collateral to this main idea, for it is obvious that unless, as the result of this campaign, the public are induced to eat more bread, or more people are induced to eat bread as a regular diet, and that this result is of a permanent character, the campaign would not have appealed to us from the standpoint of mere publicity. We have done a great deal of general publicity advertising the last five or six years, and we are constantly calling the attention of the public, through the medium of our local representatives and our wide distribution, to Fleischmann's Yeast. Therefore, the mere adding to this publicity, through the medium of a campaign as elaborate as this, would not have appealed to us unless some substantial and lasting benefit resulted."

"We believe, from an analysis of the sales of bakers' bread by our customers in this territory, coupled with a very thorough canvass of the territory through our representatives, that the primary object of our campaign has been attained, namely, the broadening of the bread market. We believe that more people are eating bakers' bread to-day in this territory



## The Harvest Tells

**S**ALES are the only proof. We invite your study of Nichols-Finn's successes for leading advertisers based on actual returns—merchandise sold: the *harvest* proof. Let us demonstrate our ability to help you reap results.

Joseph H. Finn's book, "Bigger, Better Business," mailed on request.



**NICHOLS - FINN**  
**ADVERTISING COMPANY**  
**222 SOUTH STATE STREET, CHICAGO**

than ever did before and that families in which bakers' bread had never before entered are now buying and consuming bakers' bread and will continue to do so.

"The increase in the output of bakers' bread in these cities has been enormous during the progress of this campaign. There is not a baker who bakes bread made with Fleischmann's Yeast who has not had a most substantial increase in his business, and with many of them the increase has been far beyond their most sanguine expectations. We have, through the medium of this campaign, we believe, created a condition which the bakers will continue to reap the benefit of in a steady increase in their bread business.

#### HOW RESULTS ARE CHECKED

"By our method of analysis in estimating the advantages of previous publicity campaigns, we take the sales in the territory three months prior to the campaign, during the campaign and three to four months after the campaign and compare them, month by month, with the sales during the same period of the previous year, and by this method we can form a fairly accurate judgment as to the value of the campaign to the baker. In our John Dough campaign, which has already been described in PRINTERS' INK, we have shown some astonishing permanent increases in the bread market.

"We do not, of course, attribute all of these permanent increases in the bread business to our publicity work, but rather look upon our publicity as an impetus to the bread market and the creation of a demand which must be followed up by the individual baker by his own selling force and his own publicity; but the fact is that the gains in territories where we have carried on an extensive publicity campaign, such as the John Dough campaign, have been of a permanent and lasting character.

"We have every confidence that the same condition will result from the prize-contest campaign in the territories where it is now

being run, and this particularly for the reason that we have had a complete and enthusiastic co-operation by the bakers who are using Fleischmann's Yeast, and a most enthusiastic co-operation by the grocers who are selling the bakers' bread, and this, coupled with the widespread and enthusiastic interest of the public at large, should, by all tests of advertising results, indicate permanency."

Those three examples will serve to illustrate the sort of prize contests which are regarded by their sponsors as successful. On the other hand, I have plenty of evidence from concerns which have conducted contests with the expectation that the direct results would show a profit. This evidence may be summed up, briefly, in the classic phrase, "never again." The great majority declare that when the final balance is struck it becomes evident that the same result could have been obtained more cheaply in some other way.

In brief, the subject may be summed up as follows: that the prize contest which has a *merchandising* reason for existence may be a success, while that which is nothing more than an *advertising device* is more than likely to prove a disappointment. It is easy enough to stage a contest and get a whole lot—sometimes immense quantities—of "direct results." But whether they are worth the expense of getting them, or are really of any practical use after they are had, is another question.

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#### J. W. Fisk With A. A. C. W. Department

James W. Fisk resigned from Lord & Taylor's, New York, last week, to take up the work on Monday last as sales manager of the retail service and business systems' department of the A. A. C. of W. His work will be to market the five systems as follows: For boot and shoe dealers, for hardware dealers, for grocers, for druggists and for jewelers.

Mr. Fisk was formerly with the J. L. Hudson Company, a department store in Detroit. He is the author of a book just published by Harper Brothers, entitled, "Retail Selling."



11 EAST 36TH STREET  
NEW YORK

*T*HE reason for the  
success of the  
CHELTENHAM  
*Advertising Agency*  
M E N

# How Garland Is Testing Out a New Line

The Complicated Merchandising Conditions in the Stove Field Necessitate a Wary Approach

THE power of small type in big space, and possibly even of small type in small space, is strikingly illustrated in a recent experience of the Michigan Stove Company.

The same experience also illus-

which will feature our electric ranges."

In another corner a liberal-sized coupon was used, to draw inquiries or orders for the electric irons, and the whole advertisement was devoted to the iron, with an illustration showing novel features, quoting prices, etc., and featuring the Garland trademark. No other mention of the ranges was made.

But the inquiries, notwithstanding the coupon and the big space devoted to the iron, have been mostly for information regarding the ranges.

In other words, one little line, in fine type, tucked down in one corner beneath the address, "hogged" a whole advertisement—that is, produced more inquiries and more business than did a whole advertisement.

The reason, of course, is in the market-condition which the advertisement faces.

There are dozens of electric irons on the market, and literally hundreds of thousands, probably even

millions, of electric irons are in use. Every hardware store, every department store, every electrical store and tens of thousands of groceries and drug stores, as well as even furniture stores, now are selling electric irons.

Electric ranges, on the other hand, are nearly new. Several are being made and thousands, even tens of thousands, have been

## GARLAND Electric Iron With the Switch Control

The Only Electric Iron With This Practical Patented Device



The World's Best

### GARLAND "A"

With Patented Device

\$5.00



### GARLAND "B"

Without Patented Device

\$3.50

The Garland trade mark is a veritable guarantee of value and service. Look for it on

Electric Irons you buy.

Garland Electric Irons are sold by first class stove and hardware dealers and electrical supply houses. Give one a trial—learn its reliability and economy. If not at your dealer's the attached coupon will bring one to you.

THE MICHIGAN STOVE COMPANY  
Detroit, Michigan  
Watch for advertisements which will feature our Electric Range.

The Michigan Stove Company  
Detroit, Michigan, Dept. C-5.

Enclosed find \$5.00 for which send me by  
return post, postage paid, a guaranteed Garland  
Electric Iron with Automatic Switch.

Name \_\_\_\_\_

Address \_\_\_\_\_

IN SPITE OF THE COUPON THE INQUIRIES WERE FOR THE  
ELECTRIC RANGE BRIEFLY MENTIONED IN THE SMALL  
ITALIC TYPE AT THE BOTTOM

trates in a no less striking manner the attitude of markets toward new goods.

Recent issues of two national weeklies carried double-column advertisements in six-inch space, featuring the new Garland Electric Iron. At the bottom, in one corner, in tiny type (agate italics) was put a little nine-word line as follows:

"Watch for advertisements

The Riker-Hegeman Company has nine Brooklyn stores. Recently a "Two-for-One" sale was advertised in about 1000 lines space.

Four of the stores were forced by crowds to close their doors at intervals the next day.

Two Brooklyn papers carried the advertising—no Manhattan papers were used.

The Standard Union admits that—judging from the past—one-half at least of the response might reasonably have come from its readers.

sold, and are being sold, but they are not on sale in many places. Even the electrical service or public utilities corporations, which have long been featuring electric irons and toasters and similar current-using devices, have stayed out of the electric-range field—fighting shy of the great current load.

There has been no great demand for these goods, and even the electric supply stores, of which there now are a great many thousands, have not stocked them in any degree to indicate enthusiasm, and the hardware and stove stores have showed but little interest.

Gas companies *made* the gas stove, or gas range, what it is today, and it will be the electric companies which "make" or break the electric ranges. These latter companies have taken about the same position on the electric ranges that the gas companies originally took on gas ranges—their use involves more than selling; it involves gigantic increases in service equipment. If all of the gas ranges and gas stoves now in use were suddenly disconnected, all of the gas companies would face bankruptcy—having equipped to give cooking service, they have found that most of their service now is for that purpose.

#### DISTRIBUTORS ARE PREPARING FOR BIG SALES OF RANGES

Electric companies are, as gas companies originally were, equipped mostly for light. In the cities they have gone in for power; but almost none of them are ready for heating or cooking on a large scale. Last winter, though, the electrical association, that is, the association made up of the electrical service companies, appointed an "Electric Range Committee," which means that they are going to open up the market for electric ranges.

This probably explains the "chicken-after-the-bug" attitude of the market toward the nine-word advertisement of the Garland ranges.

The company wasn't ready to announce the range, though ex-

perimental sales have been made and they have been on sale for some time. Factory output, though, has been small, comparatively speaking, and even the salesmen have had to be held in check. The little "afterthought" in the electric-iron advertisement relates to a probable announcement five or six months ahead, and really could have very little effect on the future advertisement.

The merchandise plan behind the electric range is of especial interest, being as it is the plan of a company as great as the Michigan Stove Company.

The biggest problem in stove selling, and this has applied to coal stoves and gas stoves and electric stoves, has been the problem of the dealer's stock. Each of the really big companies have literally hundreds of different stoves and ranges, as well as furnaces. Any dealer who even attempted to stock even ranges of the whole line would have to have a whole department-store for a display-room.

These very expensive lines naturally divide themselves into community appeal, the type of stove or range which proves popular in one locality being scarcely salable at all in any other locality. Maybe that is exaggeration, or maybe it is simply a condition which, like "Topsy," has been allowed to "just grow" in the industry, but the line is at least made, in some measure, for local appeal. But even the line for each locality, or each group of States, is so extensive that very few dealers can stock the whole of it.

There is no locality where at least a dozen, and more likely a hundred styles, including combinations, etc., of the same brand of stoves or ranges is salable. And if a dealer stocked a dozen of each style, he could easily have a train-load of stoves on his hands—an utter impossibility to the average dealer.

So the dealer-line of stoves has more often been simply a line of samples of a few of the most certain sellers, and a catalogue of the other styles.

The company tried to solve this problem in a measure by putting out, two or three years ago, a combination coal and gas range and to "Ford Motorize" it. The stove itself was standardized and changed not at all, at first. But soon there came the nickel and plain-steel oven-doors and trimmings, then there were two or three styles of backs, and then there were attachments which could be had on or off, so that the "Ford Motorized" stove became a line of a score of different stoves, from the customer's point of view, and even the dealer, to show the whole line, had to invest a barrel of money in variety.

#### WILL MERCHANTISE STOVE UNITS

On the electric range an effort has been made to solve this merchandising problem by standardizing the units which make up the great range of combinations. By ordering definite units, the dealer can build up, or set up, a range of any design catalogued, much as he would set up a sectional bookcase. There is an open section with or without short feet; there is a cooking-top section; there is a high-back and a low-back, and there is a long-leg base for single units and a long-leg base for twin units. That is the line.

Of these several units, a range can be set up in a dozen or more styles, right before the customer's eyes. More important still, the dealer can by these combinations or arrangements test out his market and find out what he wishes to sell, and if he runs "long" on one style, he can switch over by simply converting or rearranging his units into the styles that sell.

This will enable the dealer to stock the whole line without stocking slow sellers. Instead of ordering simply samples of each catalogue number, he can order a stock of one number and rearrange them into other numbers as occasion demands. The plan is thus to overcome a dealer problem which always has been a very complicated one, and which has in effect practically

made the manufacturer a retail dealer in stoves, selling one or two of each number at a time to his dealers. Of course the orders have aggregated wholesale orders, but each order has been very much like a sample order, as sample orders are defined in other lines.

Every manufacturer of coal and gas stoves has also in no small measure been a mail-order house to the dealer. Sales were not made direct, of course, but the dealer, unable to stock the whole line, has sold in a large measure from a catalogue and had the goods shipped after they were sold, very often a single stove at a time.

The electric range is to be advertised extensively when production reaches a point where it can be permitted, and when the electric service companies get ready to push the stoves—which means when they get ready to furnish the electric current load.

The Michigan Stove Company's electric irons grew out of an idea of one of the technical men for an automatic switch on the front of the handle of an electric iron. Basic patents were obtained on this feature, and the company decided that electric irons, being used by the same people who use stoves, might be considered within the stove and range field. It also is to be, in a measure, a feeder for the electric ranges. Everybody knows about electric irons, and "Garland" (which is the company's trade-name) on electric irons will help to make the same look good on electric ranges, thus putting a pull on the trade-name from both the electrical field and from the stove and range field.

#### "Set in Rubber" Infringes "Rubberset"

The Rubberset Company, Newark, N. J., has secured an injunction in the U. S. District Court, at Newark, against F. W. Devos & C. T. Reynolds Company, New York, involving the words, "Set in rubber," on the ferrules of brushes. The court rules that the words, "Set in rubber," may not be placed on the ferrule of a brush, but may be used on the handle when accompanied by the full name of the manufacturer.



## Experience, the Teacher

Are you fair with your dealers who handle country trade?

Merchants who are in the big cities and have a considerable country business, as well as small-town storekeepers, will be far more interested if they know that *all* their customers will have your story told them.

So, advertise in the publications read by the customers of your dealers, rather than only in those you yourself see. Put your message in the farm papers.

For details, consult your own agency. Or, if you want our view point, we will tell you our experiences in using a carefully selected list of 45 farm papers last year.

THE FARM JOURNAL

Washington Square, Philadelphia

# The Effective Two-page Layout

Recent Ads That Circumvent the "Gutter" Between Pages

By W. Livingston Larned

**I**N his ambitious eagerness to expand, the modern advertiser has suddenly pounced on the double-page-spread idea. Single pages are too plebeian and commonplace for any use.

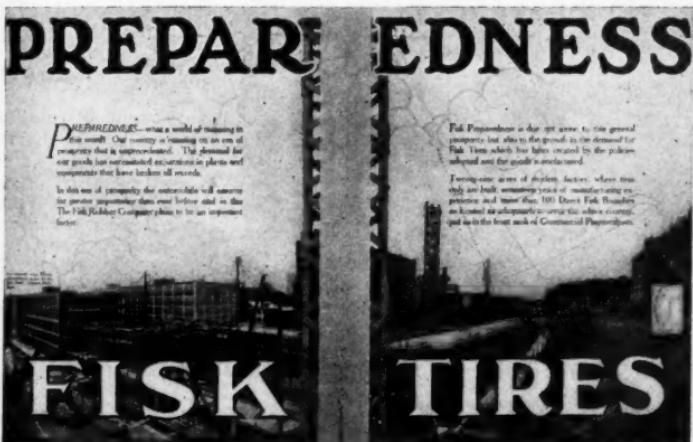
All of which is tribute of a high order to the power of publicity, but somewhat hard on the make-up man.

Normally, there is but one center-spread in a publication. When you split the magazine squarely in two, you have an unbroken sheet, from margin to margin. The copy man and his

so they resorted to strategic schemes; made reservations for the center-spread a year in advance, and very often they were used single-pages when they wanted and needed—two.

A touch of unfairness permeated this, however. It always gave advantage to the fellow who happened to swoop down on the "spread" for that particular issue. He had a fat little monopoly for the week or the month, as the case might be.

And with a "look what I put over" expression on his face, he



THE DERRICK IN THE CENTER HELPS TIE THE PAGES TOGETHER

ally, the artist, are privileged to play in, over and around it to their heart's content, with absolutely no mechanical restrictions.

On all the other pages a gutter of white is barrier unsurmountable. The rules of the publication prohibit oozing into the margin.

Up to a comparatively short while ago this drawback appealed to advertisers as something inevitable—the stumbling block—a prohibitive condition that would always exist.

went swaggering around until another issue brought another man's double-spread into the lime-light.

Science, the mother-tincture of which has solved many a stubborn problem, has come to the rescue. No longer is it possible for one advertiser to make his competitor in the same issue look like fifty cents on the dollar.

Champing and chawing th' bit, and pawing up the ground in their impatience, a group of resourceful minds have discovered

a way to unify two facing pages, despite the fact that a white band intervenes.

They have planned it so shrewdly that these two pages are actually solidified—welded into one—made to appear a single, unbroken expanse of ad.

Doesn't sound possible, does it?

It's equivalent to saying that you can wish away the stars, or hope a stump out of your pet pasture. If there's a strip of white between the pages, and if neither text nor picture are permitted there, then how—how in the name of all that's rational can the advertiser use that sacred ground for his own purposes.

Science has gotten out her little

bag of tricks in behalf of the less fortunate. She has applied some world-old rules of composition to the puzzle—and presto!—we have the very latest thing in double-page spreads—the "tied display," with a record for putting over novelties of an even more striking character than the center-page proper—big, smashing ideas, bold in conception and with tremendous eye-tug.

It is not an exaggeration to state that these hybrid "spreads" are just as effective, just as compelling and just as valuable in dollars and cents as the center display.

The sheer need of ingenuity calls for added effort, and innovations that would otherwise have remained undiscovered are produced by the designer.

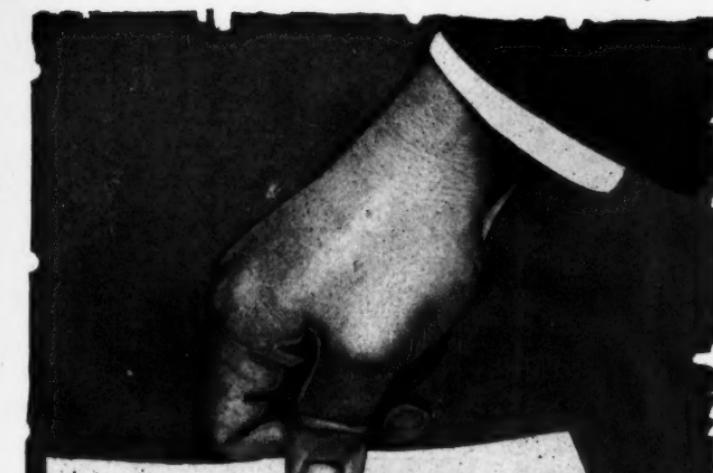
Under the title, "Two Facing Pages," the Curtis Publishing Company has issued an excellent bound volume of illustrated suggestions so carefully visualized that little is left to the imagination. These layouts illustrate sundry ways and means of unifying pages divided by the paper gutter. Permission is frankly extended to utilize these ideas, and it is this liberality, coupled with the highly practical and artistic rendition of the compositions, that makes the book a splendid achievement. Everyone will profit—magazines and men alike.

In its foreword, these constructive paragraphs appear:

"This book suggests ways of laying out advertisements which occupy two facing pages; that is, two pages separated by a 'gutter,' or margins, across which the



WAYS IN WHICH TWO FACING PAGES MAY BE EFFECTIVELY USED



**Engineering News**  
The Authoritative Publication  
Devoted to Civil Engineering  
and Construction—  
**Reaches Men  
Who Buy—**

**Let that one  
fact stick!**

Engineering News is one of the five Hill Engineering Weeklies published at 10th Ave. and 36th St., New York City; the others are Engineering & Mining Journal, American Machinist, Power and Coal Age. All members of the A. B. C.

printing cannot be carried.

"Such a space, although thus divided, has great potentiality for strong display and unity. It is ample and well proportioned, and an advertisement upon it holds the undivided attention of the reader.

"The white strip down the middle, however, splits the space in two. The user of the space too often follows the line of least resistance and allows his advertisement to be split in two. Thereby he misses much of the power that a single unified display would give.

"He would do better to learn a lesson from the mural painter, who makes his picture fit the wall as he finds it. If a window intrudes in the very middle of the wall the painter makes that window a part of his picture, or in some other way adapts it to his purpose.

"In the same way the advertisement on two pages facing can be built around that white strip down the middle, considering the space as a whole rather than as two separated units. It will thereby gain much in effectiveness.

"This book, however, is not intended as the last word on the subject. It is merely suggestive. It represents the ideas of a few technical men who have been good enough to fix their attention upon the problem.

"Our chief hope is that many who have not before given much thought to the peculiar possibilities of two facing pages will develop in actual practice the principles here shown, with such variations of treatment as may be suggested

by the imagination, the copy or the product to be advertised."

A few of the sketches from the book are shown, in greatly reduced size. Note the truly remarkable methods of making the white central margins an asset. Waste becomes picture, and the double-page-spread fans may "fight it out" to their hearts' content.

It seems to be a case of "fooling the eye." A purely physical condition of paper and margin and stitching, etc., is overshadowed by the power of a picture, which, while broken, is nevertheless complete in itself.

A tree-trunk vignetting into white at the center—a porch-rail



THREE ADVERTISEMENTS IN WHICH THE "GUTTER" IS SUCCESSFULLY BRIDGED

*Robert W. Chambers  
has the greatest fol-  
lowing of any writer  
in the world today.*



## *Robert W. Chambers*

IT is very fitting to the new BIG *Cosmopolitan* that Chambers' latest serial should make its debut in the first issue, the September number.

*"The Dark Star"* is a new Chambers story with all the old Chambers charm.

All the d'Artagnan of him, all the troubadour, all the whimsicality and charm of the rainbow painter, the sword-swinger, the juggler of thistledown have crept into this tale that tried to be a melodrama, and just couldn't help filling itself with star music and the lilt o' dreams.

The Chambers story is only one of the many features that make the new *Cosmopolitan* a revelation in magazine-making.

Buy, beg, borrow or steal a copy of the September *Cosmopolitan*. It's out to-day.

*COSMOPOLITAN* is a  
member of the A. B. C.

bannister, well in the foreground, lapping from one page to the other—an immaculate cement road, with sharp perspective—clouds of white steam rising from a big structural job—curtains formed of parallel lines—the floor space of a busy shop, dotted with customers, railway tracks, arranged most craftily to dodge the "gutter"—poster telegraph poles, up, under the reader's very nose—all of these schemes are logical, thoroughly legitimate, and accomplish what was so long considered a "physical impossibility."

Thought—yes, a goodly amount

pages are made to merge into one.

The Fisk Tire Company was one of the first to take advantage of the split-page. A photographer was sent to Chicopee Falls, Mass., at a time when great new building operations were in progress. He secured an excellent look-down view of both the old and the new structure. It so transpired that immense derricks and towers of steel had been raised at different points along the excavation. One of these very happily occupied the center of the photograph.

An ingenious retoucher was set



*The Suggestion of  
Converging Motion*

The strength of this layout is apparent. Many devices have been used to unite two pages by carrying the idea of motion across both. The arrow is the most familiar of these. Usually, however, the gutter in the middle is allowed to make a sharp break in the design.

Here the idea conveyed is that of *converging motion*, making the connection even stronger than if the two hands were actually touching.

**I**t has often been said that there are few illustrations more eloquent than a well-drawn human hand.

This layout would be ideal for gloves. If the hands were bare, it might just as well be for rings, or cold cream.

But it is not essential that the converging objects be hands. They might be a hammer and a nail, an oil stove and a flaming match, a skidding automobile and a precipice.

SUGGESTION OF MOTION IS ENOUGH TO UNITE THESE PAGES

of that rare commodity was necessary.

"Rome wasn't built in a day"—neither was the advertising "stunt" you select as worthy of your unhesitating approval. Too many creators of advertising put too many ideas to paper that are too painfully obvious.

There is still another expedient in this tie-up composition of individual pages—namely, the use of panel units—spots of color, so placed as to make the eye jump across the "gutter."

If four panels of equal size and weight are placed on the two pages, the white space between each equalling the white space of the central margins, those two

to work and the resultant "spread" was put together in such a manner that the pages fused into one continuous panorama of factory.

Another peculiarly effective scheme was the transformation of the white margin into a service station pillar, while one of the Fisk Road Signs, split at a permissible point, brought two individual units together with ease. Still another service advertisement to elaborate the information that the Fisk company has stations all over the country visualized the thought by showing a large hand spreading a blanket from coast to coast. The very shape of the outflung blanket was sufficient to carry the idea successfully from

one page to the other, regardless of intervening margin.

It is just as well that resourceful creative men have taken this problem under advisement, for large-space advertising is on the increase. Publications are carrying more and more of it every month. Bigger ideas of merchandising and merchandise are demanding more elbow-room.

In the olden days a magazine carried one double-page spread. Now there are apt to be a dozen. Farm journals are signing up fat contracts for entire sections in two and three colors. A factory will print a four-page supplement of most pretentious make-up and replete with artistic illustrations.

It remained for the automobile fellows to take the lead—to step out into deep water. Other advertisers were shocked, interested, pleased, impressed and persuaded by stages.

"What is to become of the little chap—the chap who can afford only a modest quarter page, or space even smaller?" is a query put to magazine and agency alike. "Will Mr. Beginner be swamped under the tonnage of paper—will his shy and unassertive display go down to defeat in the face of such desperate odds?"

I am sure not, as I shall try to show in an ensuing article.

### Richmond "Journal" Appoints Representative

The N. M. Sheffield Special Agency, New York and Chicago, has been appointed advertising representative of the Richmond, Va., *Evening Journal*.

Walter A. Beswick, formerly advertising manager of the Los Angeles *Examiner*, has been appointed to a similar position on the *Evening Journal*.

### Theodore F. MacManus in for Himself

Theodore F. MacManus will leave the Erwin & Wasey organization September 1st and will open his own offices in Detroit, under the name of Theodore F. MacManus, Inc.

### Ollendorf With Henri, Hurst & McDonald

C. J. Ollendorf, formerly of Lord & Thomas and Erwin & Wasey, has joined Henri, Hurst & McDonald, Chicago.

### Europe Keeping South American Trade in Line

An Eastern manufacturer has just returned from a trip through South America and the West Indies. He writes *PRINTERS' INK* about his observations as follows:

"It is to be hoped that the manufacturers of the United States will not forget, because of the unprecedented home trade, to keep in close touch with foreign trade, especially Latin America. At the present time both England and Germany have representatives in Latin America whose sole duty it is to visit their old-time trade to assure that trade that after the war business will go on the same as before the war, and to hope that the Latin-American merchants will not wed themselves permanently to the Yankee manufacturers. This information has come to me from several sources, and was given to me personally this winter in a trip to Central America.

"Manufacturers in the United States have not yet learned to pack properly, both in the matter of packages themselves and in the matter of careful tagging of parts, and in the matter of packing lists which insure absolute certainty that all parts have been sent as well as carefully packed.

"Then, again, there is the matter of postage. So many American manufacturers fail to note that even in Latin America some countries take two-cent postage and other countries require fifteen-cent postage, and here is a confession: I left San José, Costa Rica, about a week earlier than I intended, and five letters were returned to me here in Jersey City, through the courtesy of Samuel T. Lee, American Consul at San José. Of the five letters, four had wrong postage, and they were all sent out by our company!"

### A. D. Porter Again a Publisher

The Los Angeles *Graphic*, a weekly journal now in the twenty-fourth year of publication, has been sold by Samuel T. Clover to A. D. Porter of Pasadena. Mr. Clover, who was formerly publisher of the *Pasadena News*, is now the owner of the *Evening Journal* of Richmond, Va.

A. D. Porter formerly published *The Housewife* of New York. Last November he sold his interest in this publication to his son, Harold E. Porter, who is now the publisher. Alfred L. Fenton, formerly of Doubleday, Page & Co. and the *California Cultivator*, will be the new business manager of the *Graphic*.

### With the Schiele Advertising Company

J. Philip Wilson, formerly with the Farm Press Publishing Company, Chicago, and for several years connected with a number of Chicago publishers on advertising service and promotion, has joined the Schiele Advertising Company, St. Louis, to take charge of the copy and promotion department.

## *A National Paper Service*

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they may be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their positions because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

### **BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**Chicago - New York**

St. Louis

Minneapolis

Buffalo

Milwaukee

Detroit

# Getting Your Goods into Hospitals

Peculiarities of the Market Which Must Be Understood by the Manufacturer Breaking In

By S. C. Lambert

[EDITORIAL NOTE—There are between 6,600 and 7,000 hospitals in operation in the United States at present, and their capacity is about 650,000 beds. The cost of operation and maintenance is given by authorities at something like \$250,000,000 a year.

The average manufacturer whose attention was called to hospitals would probably conclude that his only chance to sell them would be by means of originating a surgical appliance or a new kind of anesthetic. But while hospitals buy goods of this character in quantity, their purchases of ordinary supplies involve much greater expenditures. They feed immense numbers of people, and hence manufacturers of breakfast food, canned goods, grape-juice, etc., have a good chance to do business there. They have large buildings, whose maintenance is a problem, giving the manufacturer of cleaning materials, floor-scrubbing devices, etc., an opportunity. Most of them conduct their own laundries, refrigerating and power plants, etc., and are big consumers of supplies in those various lines.

But getting a share of the quarter of a billion dollars' "expense money" allowed the hospitals is not as easy as rolling off the log of tradition.]

NOT long ago a manufacturer of an excellent scouring powder, who had been spending a lot of money trying to create a demand for a trade-marked package to be sold to housekeepers over the counters of the groceries, decided that the promotion of the bulk goods department would be a logical plan.

He looked around at the possible outlets, and concluded that the hospitals, first because of their size and second because of their sanitary requirements, would be good prospects for his product. He began to do some advertising, got some inquiries, sent out some samples for trial, and sat back and waited for results.

The results were rather slow in materializing, and finally he came to the conclusion that perhaps he didn't know enough about the field. He and his star salesman thereupon attended one or two hospital conventions, where exhibits of other manufactured lines were being made, circulated enough to find out how the thing

was handled, and went back home with a good many definite ideas as to the best way to get the business, which they had not developed previously. And the results are now showing the value of this investigation.

Selling the hospitals is "different." It is unlike any other kind of sales work, because the conditions under which hospitals are operated are unlike those of the ordinary business establishment, and the channels to be followed therefore vary. That is why people like this scouring-powder man and others who see an obvious market for their goods among the nearly 7,000 institutions of the country find that they must do the necessary work of investigating before they can get anywhere with their proposition.

This doesn't mean that the hospitals are especially difficult to sell, once the conditions are understood, but simply that they must be understood in order to be properly met in working out the sales plan. It is of course true that in merchandising any commodity all of the factors in the situation must be understood, but because hospital operations differ from the routine of business generally the necessity is emphasized here.

## APPROACH MUST BE VARIED TO SUIT THE PARTICULAR HOSPITAL

For one thing, selling the big hospitals and selling the small ones require different systems. Selling the public hospital is one thing and selling the private institution is something else again. Selling by mail and selling through salesmen are both resorted to, and naturally the methods applied to each plan are built with special reference to it.

In the large institutions the work is departmentized to a great degree, and therefore it is usually

necessary to sell the department head. The superintendent or the superintendent of nurses is of course in charge of the purchase of technical hospital supplies, such as cotton gauze, absorbent cotton, operating-room equipment and supplies, etc., but outside of these things, which are by no means the biggest items in the cost of maintenance, the department heads must be interviewed.

For instance, the scouring-powder man referred to above would probably be referred to the head janitor, who has to use the cleanser, and whose O. K. is necessary before the institution is likely to buy. The laundry foreman is supreme in his department as to the character of the supplies to be used. The steward has charge of the food department as a rule, though in some hospitals the entire question of the purchase and preparation of food has been put in the hands of the dietitian, who is harder to sell, because she regards the product purely from the standpoint of its value as food, rather than from the commercial viewpoint.

All of this means that the hospital organization must be studied. For example, there are quite a number of hospitals, and this includes some unusually large ones, which have divorced the medical and business departments, the medical director having entire charge of the medical service, while the business manager looks after the entire administrative work, including the purchase of all the supplies. This arrangement is not ideal from all standpoints, but owing to the amount of work piled on the shoulders of the chief executive in the large institution, it may be that it will ultimately have to be adopted everywhere.

Many large hospitals are public institutions, and selling these must be taken up along special lines. Usually the plan is to submit a sample to the buyer at the hospital, and after getting his approval consult the city buyer and submit prices, etc. If a requisition comes through from the hospital for this brand of goods,

the chances favor its being ordered, though usually the city buyer is his own boss in this respect. This means a certain amount of red tape, but, on the other hand, in view of the fact that many items are ordered in sufficient quantities to last a year, the business is worth the effort necessary to get it lined up.

Supplies for State institutions are usually bought through central boards, located at the State capitals, in most instances, upon which the individual institutions make requisitions according to their needs. These budgets are consolidated in the purchase of supplies, and some of the annual contracts run into large amounts.

One interesting feature of the hospital situation is that 75 per cent of the superintendents are women. Many women are at the head of hospitals of size, but the smaller hospitals are of course the most numerous, and here the superintendent of nurses is also usually the superintendent of the hospital. A salesman calling on hospitals has therefore got to possess ability to deal with women, though this is not to say that those who are at the head of the hospitals are not business-like. Most of them, in fact, are calm, efficient and shrewd enough to drive a good bargain.

#### SERVICE COUNTS WITH WOMEN BUYERS

One thing about the woman buyer which is characteristic of the sex, and implies a reflection on men, is that they are more appreciative than men usually are, and therefore are more loyal to supply houses, once they have formed connections based on service rendered. The writer recently saw an excellent example of this, when the dietitian at a big hospital left her work and went to the exhibit of a large canning company at a State hospital convention, and took charge of preparing and serving samples of the goods, her presence behind the counter of course meaning a lot to other hospital people. This woman has been convinced of the quality of the goods, and buys

from it exclusively, the matter of price not figuring at all. The salesman in charge of her territory has always been "nice," she declares, in assisting her in her work, and she is therefore "nice" to him when it comes to helping him sell goods to other hospitals.

How many men buyers would go out of their way to this extent to help along the salesman of a supply house? Most of them would figure that they had favored the salesman sufficiently when they passed him a reasonably big order.

Relating this incident suggests another thing, and that is that testimonials help as much or more in this field than elsewhere. A hospital likes to know whether your goods are being used in other institutions, and what the other superintendents think of them. Some of the concerns which have specialized in hospital business have a line of testimonial letters which for enthusiastic commendation could hardly be rivaled in any other field, and

many of these letters are written by women.

The salesman of a paint concern which is strong in the hospital field, and features the fact that walls covered with its product are extremely easy to wash—an item which is important from the maintenance standpoint—carries with him on all his trips a leather case full of testimonial letters of this kind, and finds that they help a lot in selling other people in the field.

There are several hundred concerns in the United States which are listed as hospital supply houses, and sell a general line of goods adapted to hospital use. Meinecke & Co., of New York, are generally regarded as leaders, and are a veteran establishment which is known all over the country. While the larger concerns manufacture many of the items which they sell, many others are imported, and in most cases the line is assembled from various manufacturers of everything from glassware and rubber goods to

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

safety-pins and waterproof sheeting. These houses as a rule travel salesmen and cover the situation pretty thoroughly in this way.

On the other hand, the hospitals buy a great many goods which might be called non-technical, and few of these are represented in any hospital jobbing lines. For example, a sales agent recently secured a grape-juice account for a large territory, and planned to make a special drive for hospital business. He found, however, that to travel the territory with but one account would be unprofitable, and on the other hand that there were no jobbers handling goods of this character covering the hospital field. He is now thinking of making up a line of products especially suited to hospital use, though not used there exclusively, and going out into his territory with a chance to build up the necessary volume of business.

Local dealers figure in hospital sales to a considerable extent, but it is probably true that most of the goods are bought direct. Dealers frequently represent the manufacturers of special equipment, such as sterilizers and operating-room tables, and are given special discounts on orders which they send in. However, they are hardly in a position to compete with the salesmen who visit the hospitals in person, and whose prices are usually lower than the dealer can make. In the larger cities, such as New York, Chicago and San Francisco, where the leading hospital supply houses are located, special display-rooms are maintained to take care of the local business, which is handled direct.

Owing to the fact that many hospitals are located in the country and are comparatively inaccessible, mail-order methods flourish in this field. The largest hospital furniture and surgical supply house in the country, with a rating of \$2,000,000, has no salesmen, but relies for business on its catalogue and direct advertising, supplementing the use of a number of periodicals which reach hospital buyers and other potential customers.

Even manufacturers who use salesmen find that they are unable to cover all of the hospitals, especially the smaller institutions, with their men, and hence resort to advertising as a means of keeping in touch with them. This also results in salesmen, who usually average about two calls a year on a customer, endeavoring to sell in large lots. Owing to market conditions which developed after the war broke out, many shrewd buyers, seeing the probability of the increased cost of supplies which actually developed, stocked up heavily, and their investments have proved to be profitable, especially in view of the fact that many goods manufactured abroad have been entirely cut off.

#### BRANDED GOODS IN GREATER DEMAND

One of the best-known hospital supply men, with headquarters in New York, recently commented on the increasing tendency to standardize goods by branding and by price-maintenance.

"Up to this time," he said, "methods used in selling have not been of the best. Goods have been of anonymous origin, sold without brands and without guarantee of quality, and prices have been anything the salesmen could get, list meaning comparatively little, and discounts varying according to the importance of the buyer and his knowledge of market conditions. However, the leading houses are now featuring branded goods, for which they are creating a demand by means of advertising their quality features, and for which they are asking prices based on this quality. The one-price standard is not yet generally established, but I believe it will be. Certainly it should be, because that will make for the protection of both the buyer and the seller."

Because hospital buyers order not for profit but for use under unusually severe conditions, they are generally found to be responsive to arguments in favor of goods which have real merit. For example, the manufacturer of a fusible material which is used for the purpose of testing steri-

## Repetition and Reputation

**A** CLEVER salesman can sell anybody anything once—but after that it's up to the product. And permanent success depends upon the repeat sale.

Have you ever heard of a small town that didn't remember the concern that gave it a square deal?

It remembers faces—and names—and brands, and trade-marks and packages. For the women of that town will buy over and over again the things that are good.

If you would like to know what 900,000 women have been buying over and over again—ask us.

**THE PEOPLE'S HOME JOURNAL**  
80 Lafayette Street, New York

A. B. C. MEMBER

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THE PEOPLE'S HOME JOURNAL has 1876 subscribers in Springfield, Mass., exclusive of news-dealers' sales; 36 "subscriber-agents" represent it there.

THE PEOPLE'S HOME JOURNAL has 106 subscribers in Red Wing, Minn., exclusive of news-dealers' sales; 10 "subscriber-agents" represent it there.

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## What Is "Intensive" Advertising?

**B**Y "intensive" method, a skilled Japanese gardener will produce from one acre of ground per annum a revenue that excels the profits from a farm of two hundred acres worked by an "extensive" application of historically antiquated methods.

By the same token, intensive advertising will produce sales results from geographical area and population that are incomparably more profitable to the advertiser than "extensive" advertising, because "intensive" advertising is purposed for an increasing profit at a decreasing selling cost.

And "intensive" advertising is "essential" advertising because no manufacturer can hope to reach his definite market by any other method. All selling effort that is related to the big American sales opportunity by any application of guesswork and moth-balled precedent is wasteful advertising. It is more than wasteful, it is dangerous advertising. It menaces the very foundation of the business it should nourish and strengthen.

What is "intensive" advertising? Intensive advertising is the *kind*, the *quality*, the *method* of advertising that shortens the distance between the producer and the consumer. It is a straight path, not a crooked one. It is advertising directed at a known quantity and quality of our population who need, and are prepared to buy, the advertiser's goods.

The personal value of *intensive* advertising is the possession of an open mind to see it and to use it; only the open mind can close upon a worth-while idea.

Repeated and reduced to a working and specific formula, which will identify our purpose, *intensive* advertising is related to the use of that medium or media which carries your sales message direct and with a minimum of waste to the greatest number of possible purchasers of your product, per thousand quota of circulation, at the least cost per thousand.

Herein we pay a compliment to the scores of national advertisers who have used for a period of years, with increasing profit to themselves, the intensive selling power of *The Modern Priscilla* to carry their publicity. And we believe that if we personally asked these presidents, sales managers, advertising managers, and the competent

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## The Modern Priscilla

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## What Is "Intensive" Advertising?

agencies who represent the vast manufacturing and merchandising interests that are responsible for this wise choice, "Why do you consistently and insistently place The Modern Priscilla upon your schedule?" we should have these variations of one composite answer:

"Because The Modern Priscilla is a means, a method of intensive advertising. It takes our message without waste where we want it to go. It is a straight, a direct path between our goods and the subscribers' need of them. It gives our message power of appeal for the simple and necessary reason that the subscriber reads it in a publication that she pays for, because of its value to her and her family for a definite, single, dominant, specific purpose."

And, gentlemen, we claim that this is intensive advertising—advertising of the right sales-producing, business-building sort. It reduces selling cost. It is economical, because it increases volume without increasing expenses proportionally. It is simple, straight-line, to-the-point advertising because it is carried by a publication bought by the subscriber for a conscious need, identified with her daily life.

It is the publication that gives value to the advertisement. And the sales-return dividend on any advertisement is paid for, not by the profit you make on your product, but by the ratio of intensive circulation that carries your message. Of the several hundred thousand subscribers to The Modern Priscilla,

Sixty-five per cent own their own homes,  
Ninety-seven per cent purchase all household supplies.

Therefore, every advertisement carried in The Modern Priscilla is an intensive advertisement.

And The Modern Priscilla is bought by each and every subscriber (a great army of America's best womanhood) because it is desired, read, and appreciated for its helpfulness and inspiration in that realm of woman's life centered in the clothing of herself and family and the culture of beauty and usefulness within her home.

Intensive advertising is business-building advertising.

**THE PRISCILLA PUBLISHING COMPANY, Boston, Mass.**

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## The Modern Priscilla

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lizers has built up a big business on this specialty, largely through advertising, and he is being helped along by the tendency of hospital executives to exchange ideas at every opportunity. I have frequently heard his "controls," as they are called, voluntarily "boosted" by superintendents at conferences on hospital subjects.

There is also a professional pride in the equipment and maintenance of a hospital building which makes the superintendent want the best and the latest. This competition for the most modern and efficient equipment and apparatus is giving manufacturers a splendid opportunity, and it is being taken advantage of. Mechanical specialties such as water temperature controls, which apparently should require years of educational work in securing their introduction, find a comparatively ready market at comparatively high prices.

Reference was made above to a certain wall-paint manufacturer who has anticipated his competitors by getting a toe-hold on the hospital field by means of thorough educational work. This emphasizes the fact that building materials of all kinds are being pushed for use in hospital work more now than formerly, partly because of the general aggressiveness of material manufacturers at present, and partly because of the unusual amount of building which is going on in that field. Hospitals themselves have been doing a lot of educational work during the past few years, and the general discussion of problems pertaining to health and sanitation has given a great impetus to the use of hospital facilities. This has resulted in a large increase in the number of institutions in operation, and a great addition to the capacity of those already running.

I have talked to a great many hospital people recently, and it is the exception to find one who either has not just completed a new building, hasn't one under construction or is not planning a campaign to get the money for a new one. And hospitals at

present seem to be the favorite objects of the benevolence of the rich, one Chicago institution recently having announced the receipt of over \$300,000 from some of the packer kings as the beginning of a fund with which to put up a fourteen-story, million-dollar hospital annex.

As suggested at the beginning, the thing to do first is to study the situation and determine upon ways and means before undertaking work in this direction. With proper preparation, however, any really good product can be sold to hospitals.

### "Somewhere in France," He Wants "Printers' Ink"

J. J. GIBBONS, LIMITED.  
TORONTO, August 2, 1916.

*Editor of Printers' Ink:*

One of our men on active service, Private Charles H. Link, Canadian Expeditionary Forces, who has been wounded and has been moved back to general headquarters, says in a letter to us dated July 4th, "If it is really not putting you out very much I would certainly appreciate your having *Printers' Ink* sent to me. I believe I could read it out here with even greater relish than while actually on the advertising job, but kindly remember to put my address exactly as quoted at the heading of this letter. Number first, then rank, name and address."

It might interest you to know that Mr. Link came out to us from England and had only been in the advertising business about two years before he went overseas. It is I who introduced him to *Printers' Ink* or introduced *Printers' Ink* to him, whichever way you like to put it, and I think it is some testimony to the interest that *Printers' Ink* has for its readers that a man who has been eleven months in the trenches writes and asks to have it sent to him there.

J. J. GIBBONS, LTD.

### Agnew Leaves Hudson Motor Car Company

W. L. Agnew has resigned as advertising manager of the Hudson Motor Car Company, Detroit. Mr. Agnew is the author of the book "How Hudson Teaches Auto Dealers to Be Merchants," which has excited considerable comment in automobile circles.

### Will Advertise Blouses and Waists

The advertising account of Son & Ash, New York, manufacturers of blouses and waists, has been secured by the Philip Kobbé Company, Inc., of the same city.

# An International Publishing House



*Avenue de l'Opéra, Paris, showing Butterick Shop on the right*

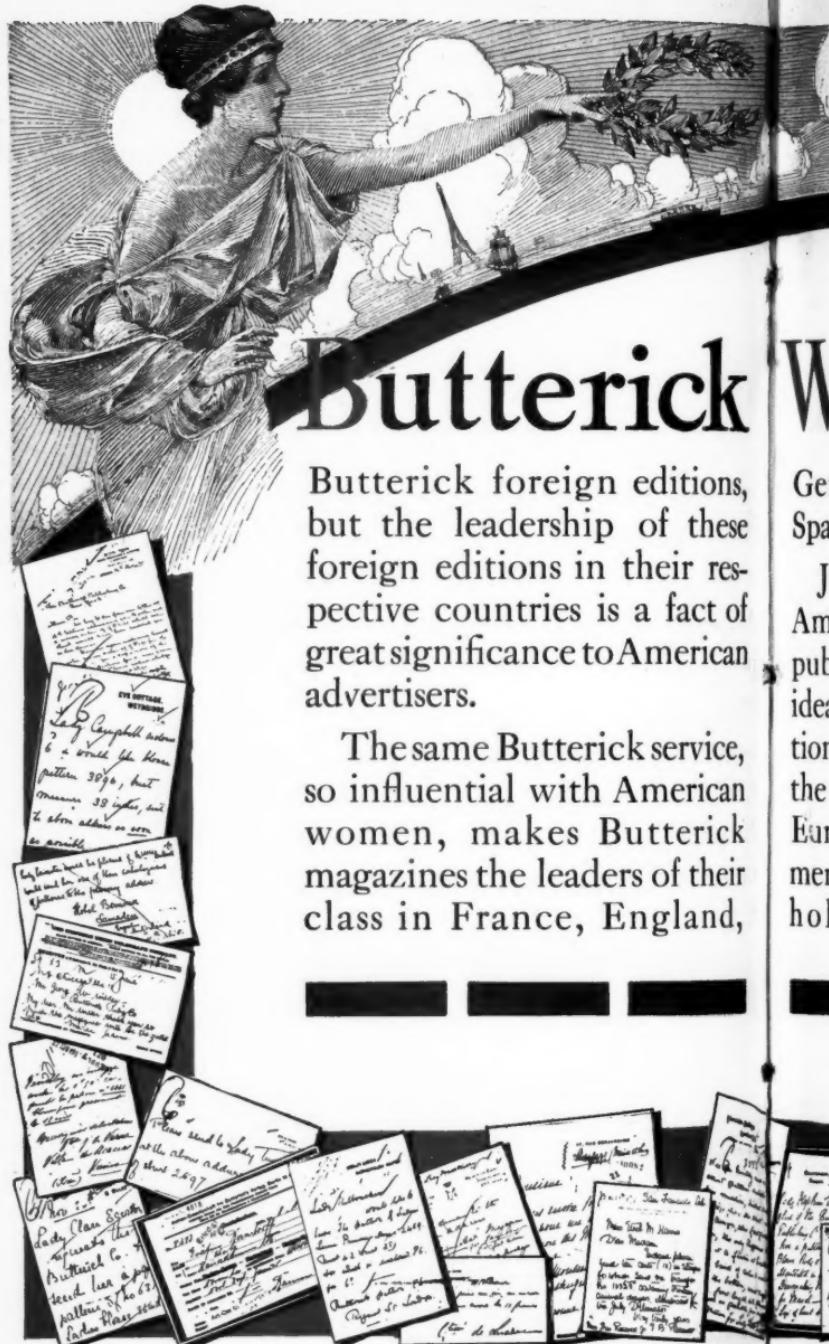
Butterick magazines are published in English, French, German, Spanish and Italian.

Butterick is the only publishing house truly international in character.

American advertisers do not pay for



*Butterick Shop, 27 Avenue de l'Opéra*



# Butterick

Butterick foreign editions, but the leadership of these foreign editions in their respective countries is a fact of great significance to American advertisers.

The same Butterick service, so influential with American women, makes Butterick magazines the leaders of their class in France, England,

## Book World-Wide

## Germany, Italy and the Spanish-speaking countries.

Just as leading women of America depend on Butterick publications for their dress ideas and practical suggestions for their households, so the prominent women of Europe—ladies of title and members of Royal Households, included—buy





Regent Street, London



Butterick Shop  
175 Regent Street

Butterick magazines and Butterick dress patterns in preference to all others.

A few of our orders from notables here and abroad are reproduced in these pages.

The unique value of Butterick magazines is shown by their universal international appeal.

Woman's allegiance to Butterick service affords to the advertiser the ideal introduction to the ideal homes.

# Butterick

# Some Clinchers of Interest in Recent Dealer Literature

The Added Touches to Catalogues That Cause Them to Be Kept for Buying Reference

By G. D. Crain, Jr.

IN a trip which I have just completed through the Middle West I was impressed with some of the literature—catalogues, folders and letters—which had made good with merchants.

Some solutions of old problems are worth recording because they are generally suggestive.

For instance, take the matter of catalogues. The main fear of the average advertising department which is in charge of a catalogue is that it is going to be thrown away, and this is likely to be realized if the goods described are not staple products for which there is constant call. If the line consists of new offerings, for which the demand is just being created, the danger that the catalogue will be tossed into the waste-basket with the mental notation, "Not interested," is not altogether imaginary.

## HELPS DRUGGIST WITH GENERAL STORE IDEAS

M. P. Schwartz, president of the Indianapolis Drug Cabinet Company, wants druggists to realize the advantages of his patented sectional drug-containers, which save space, make for ready location of individual items, etc. Many druggists continue to use the old-style cabinets, and profess satisfaction, so that a catalogue of the Schwartz line coming to one of these might be discarded without the attention which it deserves. Mr. Schwartz has adopted a plan which is sure to make the druggist keep the book.

The pictures of drug stores which are shown in the front part of the catalogue have not been selected altogether with reference to the size of the Schwartz installation, nor the prestige and importance of the stores, though both of these factors were given

consideration. The main requirement was that the photos should contain a business-building suggestion that somebody else could profit from. One picture, for instance, shows a drug store with the prescription department up front, where everybody can see what's going on. The idea here is that the druggist who "plays up" prescription work will attract more business of this kind.

Another reproduction shows a drug store with its soda-water department on the balcony. This was made possible by the unusually high ceiling of this store. A druggist who had a store with similar dimensions could hardly avoid thinking of the possibilities of this arrangement and putting the catalogue aside for future reference, in case the idea were carried out. Other pictures are similarly suggestive. Mr. Schwartz evidently acted as "news editor" in picking out photographs which would help to make the catalogue really and permanently helpful to the druggist who got it.

The individual items in the cabinet line are, of course, shown in detail, with descriptions and prices further over in the book, the primary purpose of which is thus served. But in general attractiveness and business value to the merchant it is good enough to serve as a model.

## SALESmen CARRY REAL PHOTOGRAPHS

Another Indianapolis concern, the J. I. Holcomb Mfg. Company, which makes brushes of all kinds, has developed some "new stuff" in its salesmen's catalogue. This is a collection of photographs of the various items in the line, the photos being hand-colored at a cost of from five to fifteen cents a print. This makes the expense attached to the production of the

books rather considerable, as the line is large and the number of salesmen above the average, the company covering the entire country.

The use of original photos was not decided on merely because it would show the goods effectively, but because up to that time the salesmen had been showing the ill-effects of carrying a forty-five-pound case of samples. The physical exertion required to get around with a heavy sample-case told in the orders produced, for the reason that the salesman was often too tired to make the aggressive canvass which was needed.

"The stunt has been a success from every standpoint," declared F. L. Chance, advertising manager of the company. "The use of photographs has enabled us to show the complete line, whereas the salesman could carry only a limited number of samples, and might not be able to show exactly the item the customer was interested in. The men have a lot more snap now, as the labor of carrying the book is nil compared with the task of moving a heavy sample-case about all day, and this physical benefit is showing up in increased orders. Moreover, the photograph, inasmuch as every detail is shown, even to the variations in color of the bristles, is an improvement over the former system, from the standpoint of the customer, since everything in the line may be presented in this effective manner."

Mr. Chance has also used the photographic idea in the new general catalogue which the company has just put out. Formerly line drawings were the basis of most of the illustrations, but now the tendency is decidedly in the other direction, half-tones accompanying descriptions of many of the individual items. A little more emphasis is gained also by accompanying the illustration with a name instead of a number, as is customary in goods of this kind, and in adding a few words calculated to lend individuality to the brush.

For instance, "The Powerful

Pittsburgh" and "The Sturdy Guam" are the subjects of half-tone illustrations, while "Mercury—the Brush with Wings" and "Full of Service—The Bertha," suggest the possibilities of names for even such apparently uninteresting goods as floor brushes. The engravings are all accompanied by the line, "from actual photograph," indicating that the company realizes the benefits to be obtained from impressing the customer with the fact that the illustrations show the goods exactly as they are.

#### PRACTICAL HELPS ARE POPULAR

Most of the "dealer helps" which manufacturers are generously giving away these days are intended to help the latter as well as the former. There is no objection to that, of course, except that the canny merchant discounts them just to that extent. When the manufacturer presents him with advertising material which is going to sell the goods, without special reference to the name, and which is obviously seeking to gain profits for the merchant rather than publicity for the manufacturer, the dealer appreciates the value of the "help" 'way down deep in his heart. Maybe it would be unbusiness-like to carry out this idea generally, but it has worked all right for the DeVilbiss Manufacturing Company, of Toledo, which makes "atomizers" and similar goods.

The counter-cards which this concern furnishes to the dealer have no indication whatever of the name of the manufacturer. This is partly to show the sincerity of the company in its efforts to help the dealer move the goods which have been sold him, and partly because the object of many of the cards is purely and definitely educational, and the educational impression is probably increased by reason of being impersonal and apparently disinterested.

One of the cards is illustrated with a picture of an automobile flying along a dusty road, and the caption is "Dust," while the remainder of the copy follows: "is



Arlie Mucks,  
throwing the dis-  
cus 155 feet, break-  
ing all records.

*From Leslie's  
"World of Sport"  
page.*

Timely pictorial  
treatment of every  
important sport is  
a weekly feature  
of Leslie's.

For the last eighteen months Leslie's has been breaking records; has made a larger percentage of gain in advertising carried than any other large national periodical.

The increase totals 129,411 lines.

The average gain for 78 consecutive issues has been 31%.

*Leslie's now ranks fourth among all general periodicals (weeklies, monthlies and women's) in volume of advertising.*

**Leslie's**  
Illustrated Weekly Newspaper  
Established in 1853

disagreeable, irritating and often infectious. Spray the nose and throat occasionally—it is cleaning, refreshing and healthful. Use a guaranteed spray."

"Stop the unwelcome sneeze and shaky knees," says another card, which is given attention value by the picture of a traffic cop. "Spray the nose and throat and safeguard your health. Use a guaranteed spray."

A simple little card, which is triangular in form, the sides measuring only six and one-half inches, features these words, set up without caps: "spray the nose and throat often." A few additional hints are given in the corners. Salesmen of the company say that this particular card is one of the most effective the company has ever put out.

Showing that the attack on this front of the sales battle is being waged along the right lines, R. D. Waltz, advertising manager of the company, recently called on a dealer, as part of a trade investigation trip he had undertaken, and found that he was selling another line. Mr. Waltz presented the merits of the DeVilbiss products, and then concluded by saying, "We are going to help you sell the goods you have on hand, so that you can put in some real atomizers." And with that he presented the dealer with the series of counter-cards, all equally applicable, because generally educational in tone, to the line already in stock.

"I don't think there's any question about how that merchant will regard DeVilbiss hereafter," said Mr. Waltz, in detailing the incident.

Another effective little stunt used by this company consists of reaching the retail clerks in the stores where DeVilbiss goods are sold. Four-page leaflets are enclosed with all goods shipped direct from the factory—no advertising is sent with those distributed by jobbers—the matter which they contain being written with the idea of stimulating the salesmen who handle the goods. The talks are along practical selling lines, and the DeVilbiss message is

brought in incidentally. The popularity of these little sales talks is shown by the requests for additional copies which often come in from customers who have referred in complimentary language to the stimulating effect of the suggestions.

A typical leaflet is called "The Sugar Coating Doesn't Make the Pill," with the sub-title, "Selling Quality Goods is Business-Building," and the following live stuff is then presented to the consideration of the salesman, who may have been imbued with the idea that the main object is to get the money, irrespective of other considerations:

"Putting the suit of an athlete on an invalid doesn't give the invalid strength to take part in a cross-country run.

"Applying cosmetics to imitate the complexion of health doesn't supply the health.

"Making cheap goods 'palatable' for the market by giving them the sugar coating of outward appearance doesn't give them the merit and value that mean economy of the right sort in the long run.

"Cheap goods, like the spavined horse filled with cocaine, are groomed for selling purposes only."

The preaching concludes with the suggestion that it isn't necessary to quote a cut price on a meritorious product, and that the DeVilbiss line renders full-service to the purchaser. This was No. 1 of the series on "Merchandising Philosophy," issued by the company, "The Sales Value of 'Futures'" being No. 2.

These instances show that if the "new stuff" is based on a fundamentally sound idea, it will get over for this reason, while at the same time winning increased results, based on its novelty and unusual features.

#### Death of Eben D. Jordan

On August 6 occurred the death of Eben D. Jordan, head of the Jordan-Marsh Company, Boston department store, in his sixtieth year. He became a member of the Jordan-Marsh Company in 1880, and at his father's death was advanced to head of the company.

# Lord & Thomas Creeds

## No. 7. *Simplicity*

Be simple in the language which you use in print. Especially in advertising. The world is full of very simple people.

Use common words—short sentences—so all may comprehend.

Erase yourself. Make no attempt to impress your own capacity.

Let no unique phrase, no happy turn, take attention from the product that you talk.

The ad-writer is anonymous and should be. He is talking for the man who sells. That man is selling merchandise, not literary style.

Don't seem to strain after effect.

Hide your effort to sell. Such effort, when apparent, creates a resistance.

Be brief. Folks won't listen to a salesman long. Say nothing which doesn't count.

Stop when you finish. Don't repeat. Printed words are costly.

Make your first words—your headlines—strike the very heart of your subject.

Don't mix major and minor claims. Little claims belittle all. And paltry qualities, when cited, suggest the lack of great ones.

This is the seventh of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles

# Bridgeport

This great industrial city shows of Youth, the skill, vitality and the riches, wisdom and con-

The optimism of Youth is shown in the way Bridgeport gathered in orders from all parts of this country and Europe, far beyond her capacity to manufacture and then built and equipped great factories to get her orders out in the specified time.

She not only builds factories and equips them, but she gathered from everywhere skilled men who man them and she builds splendid homes for them, that these men and their families may take permanent root and flourish in Bridgeport.

The Manhood of Bridgeport is shown in its wonderful products, the tree is judged by its fruits—which are not only of war but of peace.

There are submarines, guns and ammunitions, but the multitude of its great manufactured articles are of Peace—graphophones, sewing machines, automobiles, corsets, silverware, brass and copperware. More than 15,000 different articles are manufactured daily by the skill of Bridgeport artisans, and these are sent to every corner of the earth.

The Wisdom of Bridgeport is shown in the class of construction of its new factory buildings that are built for the services of generations and not for the needs of the hour.

# Connecticut

city shows the joy and optimism  
and strength of Manhood,  
and conservatism of Age.

Bridgeport makes haste but never hurries. It plans and executes for the needs of the hour always with an eye to the future and with a firm faith that Bridgeport is destined for great things.

The "Post and Telegram" grow with the city, and from the same causes. The circulation is over 33,000 daily and is still growing and growing.

Bridgeport and its suburbs may well be covered by an advertiser by the use of the "Post and Telegram" alone, as results will prove.

Before the consolidation, each was the strongest in its field. Together their power greatly augmented has made their splendid increase in business possible.

If you come to Bridgeport with your copy you will indeed make a profitable choice.

## "POST AND TELEGRAM"

Largest Connecticut Circulation!

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*Julius Mathews Special Agency*  
Boston—Chicago—New York

# The Home of the Department Store

Chicago has the largest department stores in the world, and the aggregate volume of business of all its department stores is greater than that of any other city. These enormous businesses were built on newspaper advertising, and their officers probably know more about the relative efficiency of Chicago newspapers as advertising mediums than any other body of men in the country.

These stores have for years bought more space in The Chicago Daily News *six days a week* than in any other Chicago newspaper *in seven days*. The figures (in agate lines) for the first six months of 1916 are:

	<i>Six Days</i>	<i>Sunday</i>	<i>Total Lines</i>
The Daily News.	1,810,611	—	1,810,611
Second paper....	636,529	516,561	1,153,090
Third paper....	1,010,418	—	1,010,418
Fourth paper....	807,005	—	807,005
Fifth paper....	251,490	473,481	724,971
Sixth paper....	367,695	317,973	685,668
Seventh paper....	233,854	—	233,854

The department stores in Chicago—the home of the department store—depend upon The Daily News to reach the *homes* of Chicago.

**The Chicago Daily News**  
Over 425,000 Daily

## A Mail-order Business That Proved the Stepping-stone to a Women's Specialty Chain

## A Dressmaker's Mechanical Husband Applied Engineering Principles to the Designing of Women's Garments with Significant Results

THE man who is wailing that he had not gone into any other business than his own is the one most likely to overlook the fact that the principles that operate in one line are pretty much akin to those that make the other fellow succeed. Constructing scenic railways and aerial swings may seem a far cry from selling maternity garments by mail, for instance. Yet the house of Lane Bryant, Inc., of New York and Chicago and the mail-order paths, offers a concrete instance of how the mechanical knowledge required in the one was applied with steadily increasing success in building up a national business, not only in maternity garments, but infants' wear, clothing for stout women, and a number of side lines as the natural out-crop of such a specialty business.

This house is but fifteen years old, yet to-day it is preparing to build a new sixteen-story building in West Thirty-eighth street, off Fifth Avenue, having outgrown successively a one-room loft, an eight-story building and additional quarters made necessary since first it found advertising a factor in expansion. Moreover, so extensively has its mail-order business established itself, that in the fall the house will establish branch stores in all cities of the United States having

ing more than 400,000 inhabitants. Lane Bryant early in the new century started to make her living as a dressmaker in that part of New York City known as Harlem. She earned quite a reputation for



VARIED BORDERS TO DISTINGUISH SEPARATE DEPARTMENTS

her negligees, and decided to move her establishment down town into the then fashionable Thirties, which she foresaw as the coming fashionable shopping center. She took a single room in the street where the business which has recently been incorporated with her name is still located.

About this time she met and married Albert Malsin, a mechanical engineer, trained in the Polytechnic Institute of Cöthen, Germany. Mr. Malsin had found oc-

cipation in installing amusement parks for traction companies, turning over the various parks to the companies when they were in good running order. In this capacity he had traveled all over Europe, principally in Spain. He holds, incidentally, several patents on an aerial swing and other amusement devices.

#### ENGINEERING AS APPLIED TO DRESS-MAKING

Lane Bryant's customers included many expectant mothers who seemed naturally to turn to the negligee as a logical garment to wear during this period, perhaps because the average woman at this time prefers to remain indoors.

It struck Mr. Malsin that if garments were available which would to a measure render the wearer less conspicuous, allowing her to appear in public without embarrassment, there should be a good sale for such garments. He set out, therefore, to apply his knowledge of mechanical principles to devising a garment that, in his mind, should spell emancipation in dress for the expectant mother.

The important distinction about this move is that he approached the subject as a mechanic rather than a dress designer.

The result of his planning was the development of a series of ingenious fasteners that adjust automatically with the changing figure. He now holds patents for twenty different adjustments of this sort.

Thus the maternity garment was evolved. Having developed it on the mechanical end, the next step was to study the effect of lines and curves in the design and drape of such garments, so that the optical effect produced by scientifically designed clothing would still further tend to render the wearer less conspicuous. In other words, it was Mr. Malsin's aim not to create a separate line whose purpose would be readily recognizable, but rather to make it possible for the wearers to enjoy the prevailing modes and to come and go in public without

self-consciousness or physical risk.

The business that resulted from his discoveries was very satisfactory indeed; quite good enough to stand by itself under patent protection as a profitable specialty trade. For at least a decade the establishment continued on this basis, woman passing the word to woman. Having started with negligees, the line turned next to "Mater Mode" maternity dresses, skirts, suits, waists, coats, petticoats, underwear, etc., developing naturally with further mechanical improvements and inventions to include scientifically designed corsets and brassieres.

Up to about five years ago no special efforts had been made to extend the business. The private clientèle was handled easily in a one-room loft at 19 West Thirty-eighth street. As the business expanded without any special efforts to cultivate new trade, and as it gave evidence of fulfilling a definite need, the house began to consider advertising as a means of attracting more new business. Before the initial ad there was a good deal of weighing and balancing over the point whether an appropriation of \$50 might not be too much. The agent consulted, however, persuaded the firm to put \$150 into the first ad. This money was concentrated in two local New York newspapers; one a so-called "gold-mark" paper with a reputation for a society circulation, and the other of a more general character.

These maiden ads attracted many new faces to the single-room loft—and thenceforth this house has been a steady advertiser. To-day, as a national mail-order advertiser, Lane Bryant distributes twice a year two catalogues with an average edition of between 25,000 and 35,000, along with regular mid-summer and mid-winter style folders, in addition to 75,000 baby books—all in response to the advertising.

Nor is the mother overlooked as a prospect for clothing of her own after the child is born. The house mails regularly a series of folders to its mailing list of those who have purchased maternity

*Picking the Leaders.*  
No. 5 of a  
series of 15.

**Hygeia**  
Nursing Bottle

American Sunday Magazine  
Saturday Evening Post  
Woman's Home Companion  
Ladies' World

*From last information obtainable.*

Hygeia Nursing Bottles B.  
run Successful publicity Campaign in  
many mediums but in seeking  
inquiries from the largest  
Number of home keepers at the  
lowest cost they depend on  
half pages in two magazines  
of greatest proved value (second)

**T**HREE are a few magazines so pre-eminently strong that their use is always economically important.

The *most* good readers *per dollar invested*—is the real basis of space value.

More and more advertisers are realizing that they *net* the *most* good readers by picking *the leaders* in different fields.

## **AMERICAN SUNDAY MAGAZINE**

CHARLES S. HART, Advertising Manager

1834 BROADWAY  
New York City

Over 2,000,000 Circulation

911 HEARST BUILDING  
Chicago

garments, covering a range of styles for normal wear.

Gradually it has taken on more space, advertising and floor, first one and then two floors, until in 1912 it leased an eight-story building, occupying the entire eight floors. Yet this was not enough, as the mail-order business developed, and it has been found necessary to take several floors of an adjacent building.

The significant part about this expansion is that it has largely taken place within three years. For it the development of a new line and the advertising has been largely responsible.

Being launched in the women's wear field, with the maternity garment business running smoothly, Mr. Malsin began to turn his attention to the matter of fitting the stout woman with ready-made clothes. According to the best obtainable vital statistics, such as life-insurance records, etc., about 40 per cent of the women in this country are stout. Further investigation satisfied him that those who manufacture clothing for stout women seemed to proceed on the theory that the stout woman is just an expansion of the "perfect thirty-six." In other words, in making a garment for a forty-four, the maker made it proportionately larger all over.

Mr. Malsin was not satisfied that this was the correct basis for procedure, and to the ignorance of this fact he attributed the tendency of the stout woman to despair of being fitted from stock sizes. The private dressmaker and tailor, he concluded, still held the whip hand in the matter of clothing the stout. If he was to succeed in selling this class of purchaser through the mails, he realized that he must find some more accurate basis on which to approximate the figures of the various stout types. Otherwise, the dissatisfaction and the expense of repeated alterations by mail would react seriously in favor of the home dressmaker or tailor.

With this in mind he decided to investigate in order to arrive at some standard on which to base a few stock model figures. Nor

is the stout woman, as he knew from his decade of dress designing, an over-size of a stock model. She may be short-waisted or long-waisted; she may have a stout bust with small hips in proportion, and vice versa. Moreover, stock styles for "stouts" failed to make allowances for these individual variations, and were not always suitable for the various types of stouts who had either to take them or consult a dressmaker.

#### ORIGINAL RESEARCH TO DETERMINE "AVERAGE" FIGURES

These were his observations, based on his experience in dealing with a private clientele. He decided, therefore, to make a thorough research in order to arrive at some definite standards on which to base a few stock model figures that would most closely approximate the average stout figure.

To do this he wanted exact measurements, and to gain these he devised a flexible yardstick—a rubber ruler built about a flexible metal composition spring which stays in exactly the position in which it is easily flexed by the hands. This ruler can be made to conform exactly to any surface contour.

With this "measure-mold" he was able to make an exact graphic model of each figure. In all he took the actual measurements of some 7,000 stout figures which were entered on paper. Averaging up these charts he found that there are actually three different types in every stout bust size; first, the full-busted type, with large bust but normal hips and abdomen; second, the stout all over in proportion, and third, the flat-busted type, particularly common in the elderly, with hips larger than normal.

Having now a basis on which to proceed in the making of standard types in the various stock-stout sizes, he had figure moulds made according to his findings, and every style in every size is made on these three distinct figures.

His work in this direction did not stop here, however, for he

# Consider The Hand Car!

*"Why, the other day, less than three minutes of an advertisement in the RAILWAY AGE GAZETTE caused me to order \$500 worth of hand cars."*

—Gen'l Mgr.

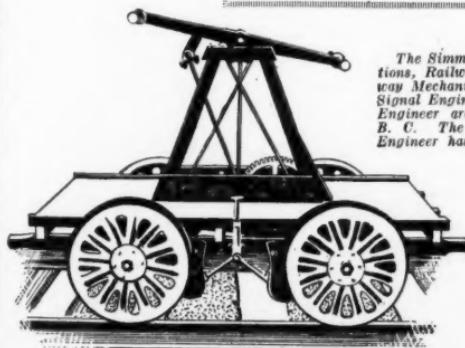
Consider the hand car of the railway field! Coupled to an intensive advertising campaign in the *Railway Age Gazette*, it "got across." Read what the General Manager of a railway said.

Almost daily, from both subscribers and advertisers, we receive evidence of the serious attitude of railway officers toward advertisements in the *Railway Age Gazette*. Back of this lies the fact that the publisher applies to the advertising pages of the paper the same discriminating care and trained thought that is given to the text pages.

The natural excess latitude of the advertising pages makes it possible for a manufacturer to "drive home" pertinent facts which would be distinctly out of place in the reading columns; but as much of the matter is prepared by our copy service staff, and as all copy passes through the hands of a censor, the advertising pages should be as reliable as the text pages. At any rate, we try to make them so.

## Simmons-Boardman Publishing Company

New York      Cleveland      Chicago



*The Simmons-Boardman Publications, Railway Age Gazette, Railway Mechanical Engineer, Railway Signal Engineer, Railway Electrical Engineer are members of the A. B. C. The Railway Maintenance Engineer has made application for membership in the A. B. C.*

# G.G.

These initials will soon be recognized by you as those of Garet Garrett, who on August 1st became Editor of The New York Tribune's new Financial Page for Business Men.

You and every other advertising man can read G. G. with profit—profit to yourself and to your business. Mr. Garrett holds your finger firmly on the pulse of the nation's financial and industrial situation. You feel the heart throbs of Big Business in a way that is entertaining, instructive, gripping, conclusive. He writes as a man who **knows!** You'll know, too, if you follow G. G. daily. It's a worth while habit to acquire, one that you can cash in on.

Meet Mr. Garrett at our expense. Write on your firm's letter head and we'll send you The Tribune for a month without charge. Get in touch with G. G. right away—you're missing something that no advertising man can afford to miss.

## New York Tribune

First to Last—the Truth:  
News—Editorials—Advertisements.

Tribune Service

has been constantly studying the effects of lines and curves, learned in developing his maternity line, so that the proper designing of his stout gowns offsets by optical effects the natural shortcomings of the wearer's figure. By the proper balance of lines, curves and even colors, he is thus able to add to her apparent height, lessen apparently her actual weight, and work other illusory tricks on nature. Nor were these studies just random experiments, but they represent most careful analyses which have been incorporated in charts for consultation.

To-day the stout-dress department represents 50 per cent of his business, although he has been at it but three years. He is now able to fit 78 per cent of his customers from regular stock sizes without any alterations, which he says is a better percentage than the average retailer in standard sizes can claim. This reduces his retailing cost considerably, and represents a considerable saving to the customer as well. And it has had the additional important result—the one hinted at above. It has enabled him to compete favorably with local dressmakers and tailors all over the country. For in developing this branch he considers that he had a far harder problem than in the maternity garment line. That was, to overcome the idea of the discouraged stout woman that she could not be fitted without consulting a dressmaker or tailor. In other words, it was not the other "stout" manufacturers, but the myriads of local seamstresses and tailors who formed his chief competitors.

#### EXPANSION ALONG NATURAL LINES

The mail-order business came as a natural outgrowth of the initial advertising. New customers would ask next season to have garments sent on approval, and would ask for sample styles. It was decided that the most economical and effective way to meet these growing requests would be a style folder—and one embracing negligees and maternity garments was accordingly printed and advertised locally and nationally in a small way.

As illustrative of the natural addition of co-ordinate lines is the development of the infants' garment business. Mothers would ask for babies' clothes, layettes, etc., and an extensive line was developed. Having sold the mother maternity garments, she was next supplied with baby clothes. She is then followed up through the mails for five years, up to the date when the child is six years old.

The house also operates a sterilizing plant, and does a big business in selling obstetrical supplies to expectant mothers, nurses and physicians.

In all the advertising great care has been taken that the prospect shall distinguish the advertisements for one line from those of the other. This is so that the house may not be confused in the reader's mind as exclusively makers of maternity garments. For that reason different borders are employed, there being little or no hint in the "stout" advertisements that the maternity garment house is identical.

We now come to the peculiar angle of Lane Bryant's proposition. Up to this year the house has maintained but one retail store, in New York City, the bulk of the business being transacted through the mails. In certain cases it is represented by specialty shops who act as local agents. The house, however, has not tried to develop representation, preferring to deal with customers directly.

We have remarked that the local dressmaker and tailor have been, and still are, its biggest competitor. While the mail-order business has had a very satisfactory expansion, yet the distinction between this and the average mail-order house must be considered. The first obvious advantage of this kind of business is that highly efficient centralization allows the purchaser greater value or lower prices because of lower operating and distributing costs. A mail-order men's clothing house, for instance, can pretty nearly approximate a man's desires in dress, picked from a catalogue

and made up under accurate home measurements made possible by the simple catalogued instructions. In this way the mail-order men's clothing houses have been able to compete both on a price and quality basis with the local tailoring shops.

In writing this, we appreciate that there are successful women's wear mail-order businesses, and to these Lane Bryant is no exception. But the women's side of the business offers a decidedly different proposition. Women's styles lack the standardization of men's wear, and some individual attention, tactful suggestion as to the customer's particular style needs, etc., is more necessary to securing the satisfied clientele that spreads the good word and repeats.

Especially true is this of Lane Bryant's business—so highly specialized as it is. To this matter the house has been bending its most serious attention recently. With a national clientele and reputation established through its advertising, it has concluded that the opportunity is ready for cultivating the various large population centers more intensively through branch retail stores and local advertising, which may become in turn localized centers of radiating influence for the population areas in which they may be situated.

Last spring it made an initial experiment along these lines in Chicago, where the roster of those who patronized it when in New York, as well as through the mails, seemed large enough to warrant. A branch store was opened in charge of Mrs. S. C. Miller and one of its most experienced New York saleswomen. From the first this store has justified the house's confidence that the local shop, guided from the home office, is its ultimate goal.

Therefore, as previously mentioned, in the fall it plans to open these retail shops in every city of the country of more than 400,000 inhabitants. All of these stores will be in charge of women managers from the home establishment who have been thoroughly drilled in the Malsin method of

studying the individual stout patron with an eye to specifying the styles from the house's stock line that will produce the most pleasing results. Thus the house can continue to keep manufacturing costs on a standardized basis; these local shops will not be custom tailoring establishments, subject to the relatively higher operating costs of custom business, but distributing centers for the house, with the additional goodwill advantage of personal service at home, rather than the necessarily more or less impersonal mode of dealing with individuals through the mails.

### Dog Days Selling Argument

JOSEPH DIXON, CRUCIBLE CO.  
JERSEY CITY, N. J., August 5, 1916.

*Editor of PRINTERS' INK:*

How is this for a bit of hot weather tonic?

"I shall be brief. I have small time for words. I do things.

"Is your sales department a centre of sizzling, seething activity? Do you fight for business, hewing your way to it?

"If so, I want to become one of your sales organization.

"I dug out and forcibly and convincingly present live, virile sales arguments.

"Markets yield to ideas. Salesmen fired by ideas sell goods.

"I await your reply."

The above comes to us typewritten. It is headed "Competitive strength," but after the young man had finished, his nerve evidently failed him and he was unable to write his name in a way that any one so far has been able to decipher. We receive a great many letters of a similar tone. We have not attempted to accept any of the offers, but it is very nice to know that if our own efforts fail, and we desire to become a "centre of sizzling, seething activity," we will have no trouble in getting hold of some young man who will help us hew our way to it.

GEO. E. LONG,  
Vice-president.

### Gains of National Cloak & Suit Company

Net sales of the National Cloak & Suit Company during the first six months of the year were in excess of \$9,660,000, a gain over a like period of 1915 of \$1,110,000. Net profits were \$767,000, a gain of \$145,000.

### Sign Company in Chicago Forms Subsidiary

A Cincinnati, O., subsidiary of the Peerless Electric Sign Company, of Chicago, is being organized by John Parker, of Chicago. The Chicago company manufactures a patented electric sign.

# The Passing of Bulk Circulation





**M**ILLIONS of dollars have been spent to teach the public to buy by name and trade-mark.

But advertisers have had to buy magazine circulation in bulk.

The public has to-day a standing guarantee of fluctuation-proof quality, purity, cleanliness, and reliability every time it buys a trade-marked product.

The advertiser has had only a *quantity* guarantee of circulation.

But with the publication of this advertisement, bulk circulation passes out along with bulk crackers, bulk coffee, and bulk toothbrushes.

*Collier's has trade-marked its circulation.*

We've all been talking about quantity guarantees for a long time. Back in 1900, fourteen years before the organization of the Audit Bureau of Circulations forced delinquents into line, Collier's began



to guarantee the number of its readers and a pro rata rebate for shortage. In 1908, eight years before the A. B. C., Collier's actually gave a two and one-half per cent rebate.

But that is ancient history. To-day the advertiser wants to know who his prospective customers are, where they live, how long they will stay there, what they do for a living, and how they stand financially.

As Collier's was first to guarantee its circulation, so Collier's is first to collect and publish such definite circulation information.

Collier's subscription list embraces a market of 776,000 families—eighty-five per cent of its entire circulation of 900,000.

This is larger than the subscription list of any other weekly or general monthly magazine in America.

Of this great market, eighty-six per cent subscribe for Collier's for two years or more.



Of this *stabilized* market, the financial standing of every family has been personally investigated before the order has been accepted.

Of this *stabilized, filtered* market, 739,000 families have been registered, individually counted and classified according to the occupations of their heads.

Collier's can now, therefore, give to advertisers of nationally distributed products practically every detail of information they really need to determine the character of the *stabilized, filtered, analyzed* market provided by its subscribers.

And as Collier's is the *only* magazine that does give such information, it is the one magazine that has the right to mark the passing of bulk circulation by means of the first circulation trade-mark.

**Collier's** 5¢ a copy  
THE NATIONAL WEEKLY  
416 West Thirteenth Street, New York City

# Advertising That Turns Fads to Good Account

How a Manufacturer of Material Used in Making Many Fad Items Employs Advertising

LIKE days, fads must come and go. But the amount of time it takes a fad to come and go may be influenced greatly by means of advertising; likewise the extent and intensity of demand for the "fad article" between the time it comes and the time it goes.

"It is commonly supposed," said an official of the S. B. and B. W. Fleisher Yarn Company, of Philadelphia, "that because business built on fad demand is temporary at best that therefore such business does not lend itself to advertising. But this is not necessarily the case, although it is perhaps true that advertising is of greater value in a business that sells a staple, standard product which is permanently in demand. On the other hand, it pays to advertise a fad, especially when the advertiser produces the material used in making up fad goods and also has a staple market for his product."

"In many lines of business," he said, "increases in sales come slow and hard, due often to an inelastic demand, even though the concern finds it relatively easy to get its share of business in open competition. How stretch the naturally inelastic market? The answer in many cases is fads. The fad idea often is the source and means of 'new uses' for many products.

"The origin of fad ideas may often be traced to current events. Often manufacturers and merchants initiate fads as they do styles. There is no essential difference between fads and styles. But, whatever the source of fads, publicity, of course, is always the means of giving them wide acceptance.

"Therefore this company, which makes yarns that are used to a great extent in knitting fad goods, devotes a great deal of the space it uses in causing yarn-made fads to grow in popularity—to cause the fad to come faster, to spread more widely, to be followed more intensely, and to go more slowly, although the average life of a fad is two years in this country. This kind of indirect selling pays this company a big profit each year. In a good year perhaps as much as 10 per cent or more of our business is the sale of yarns for the temporary fad uses.

"Fortunately, the same yarns, in most cases, which are used in making up fad merchandise are staple stock. But an important effect of the fad demand on the amount of sales for staple uses is noticeable. A permanent increase in sales nearly always results. This is particularly true when a fad requires us to make a new kind of yarn.



## Indian Blankets

Make them yourself. They are crocheted in a stitch so easy that any one can master it in a few minutes. We have issued a little book of instructions giving detailed illustrations of the stitches and colored reproductions of Indian Blankets. This book is yours for the asking. Send for it to-day and begin a blanket at once. The blankets are made of Fleisher's Germantown Zephyr, one of the thirteen Fleisher Yarns.

This trade-mark



is on every skein.

S. B. & B. W. FLEISHER  
DEPT. 21 R PHILADELPHIA

MAGAZINE ADVERTISING WHICH  
HELPED POPULARIZE A FAD

"For instance, a couple of years ago the knitted toque fad called for Germantown zephyr eight-fold yarn. At first we manufactured fifty pounds a day of this special yarn. We advertised toques as the latest vogue. We were soon making 2,000 pounds a day. This fad lasted one season. But sales of this special yarn never did drop back to where they had been before the fad started, not by a great deal.

"That is one reason why we advertise fads. But, even though no permanent business were the re-

licity, we find that it is best to spend money in advertising them only after they have begun to take hold in local communities. The advertising is a magic method of intensifying the demand for them.

"Although most of our fad copy is run in local newspapers for quick response, we do not confine our copy exclusively to them. Some of the national women's magazines get good results—especially, of course, those to which women look for authoritative information on styles. But there is a close connection between current events—news—and fads.

For example, the many military styles and fads accompanying the war. The cause of the beginning of a fad is often a means of enabling us to a certain extent to anticipate the probable development of interest in it.

"Another element of indirectness of results from our advertising, by the way, is the fact that we sell only to jobbers and big department stores. Yet it pays us well to advertise by means of copy designed primarily to help along the popularity of a fad. Whether or not we happen to have a dealer in any community in which our copy is run does not make a great deal

of difference. The jobbers are on the job in that community. And we prefer the kind of new accounts that are initiated by dealers who become interested through consumer demand. Our temporary fad advertising has been the means of adding many new dealer accounts to our jobbers' lists. We prefer to use this local advertising in communities where business is now as strong as it ought to be.

**Military Scarf**

When American women asked war-torn Europe what they could do to help, the word came—"weave scarfs". And they did—thousands. Incidentally they made a few in bright, pretty colors for themselves. So the vogue began. Now well-dressed women everywhere are wearing them. Send the coupon below for full knitting directions for several new styles. You may use almost any of the seventeen.

**FLEISHER YARNS**

Thousands of garments made of the Fleisher Yarns in all kinds of styles are now in use. The endorsement of off-the-rack designs from nearly all the leading dressmakers has undoubtedly set the vogue in motion. For the latest news on fads in knit goods see Fleisher's book for the trade—*Knit Goods in Style*.

**Send This Coupon to D. B. & W. FLEISHER, Philadelphia, 10**

**A. Send This Coupon to D. B. & W. FLEISHER, Philadelphia, 10**

**Isabella Kimono**

Dainty enough for the boudoir—you will find it enough for the porch—you will find it in one of the most useful garments in your wardrobe. It is so easy to make that after you have made your own you will probably make a few for gifts. Send the coupon below for free directions. The yarns used are Fleisher's Dresden Saxyony and Fleisher's Silkflax Wool, two of the seventeen.

**FLEISHER YARNS**

At the questions that you ask us as to "How to knit" you will find the answers in the book—*Knit Goods in Style*. It is a book of 100 pages, all in picture postcard form, and it is a book that must be in the library before a month reaches it. That is why you should be particular to have it. It is a book that you will want to keep, and when you have given it to your friends, you will want to give them another—over and over again. Whatever kind of gift you ever give must be Fleisher's—look for the trade-mark on any skein.

**Send This Coupon to D. B. & W. FLEISHER, Philadelphia, 10**

**A. Send This Coupon to D. B. & W. FLEISHER, Philadelphia, 10**

THESE ADVERTISEMENTS SHOW HOW WOMEN'S FADS MAY POINT THE WAY TO SALES

sult, it would pay us to advertise for the temporary advantage alone. This kind of indirect advertising pays this company a big profit.

"Fads in knit goods usually start in the East and then travel to the West Coast. They usually begin to die out in the East about the time they gain their zenith in the Far West. Therefore, we use mainly local advertising mediums. Although fads are spread by pub-

# NEW ENGLAND "FAIR AND COOLER"

## Summer Prestige:

The American people are—weather dodgers—and that must account for the figurative Return Card on the home doors of a goodly share of the rest of America which reads,—“Gone to New England, Back in October.”

Blessed with a wonderful coast line, dotted with unsurpassed hotels—a coast line that really put the *sea* in COOL—and doubly blessed with inland lake and mountain resorts from the Berkshires to the Canadian line; who can blame America for her choice of this, the Best Vacation Spot of All.

Just when the average American storekeeper is “digging in” for the summer, New England tradesmen are getting up and dusting for the All-American review.

New England herself stays at home, perhaps edging to the shore or mountains for brief outings, so that when her million summer visitors—come to board—she is **some** hostess, and her **trade** is well worth going after.

The New England street cars form the **happy medium**—and advertising in these cars will give you quite as full measure of action during the summer as in winter, spring or fall.

Of course the Great War has driven many summer dollars into New England which otherwise would have **crossed over**, and commercially it has literally made over certain New England industries and cities (a story worth a separate chapter).

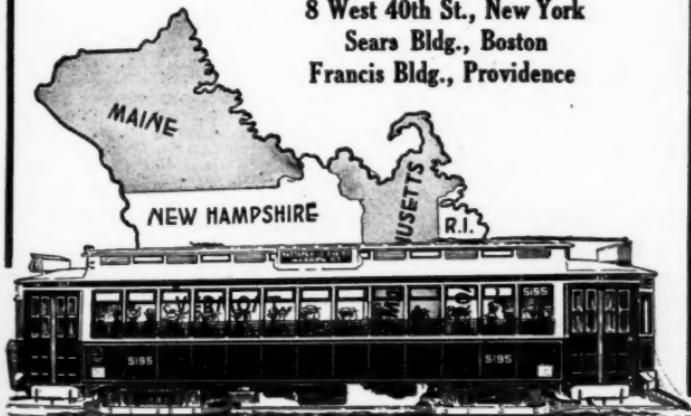
Therefore, Mr. Advertiser, when you say to yourself, as a weather dodger does—“Where shall **we** go for the summer,” hark to the tread of that **extra** million readers, and **with them**, board the New England street cars—They may be going your way.

## Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence



"As I said, the war has stimulated many fads that require the use of yarns. And we have used our advertising effectively in helping along the fad of knitting by hand for the soldiers. Our plan includes a booklet of official directions for making knit and crocheted articles. This booklet was authorized and endorsed by the leading relief associations. It illustrates many crocheted articles that are interesting to make. We also issue a large book of detailed instructions for making by hand many staple articles of wearing apparel. Even though the amount of yarn used for making things by hand is relatively small and very much dependent on fads, we know from long experience that it pays us well to advertise fad merchandise for the temporary increase alone that it yields.

"What is a fad in merchandise? It's a staple that lives for two years on the average. For practical purposes, that is as near as I can come to a definition."

### Ridgway and the Lawson Series

NEW YORK, July 28, 1916.  
*Editor of Printers' Ink:*

In your announcement of my resignation from the Butterick Company, you give me practically the whole credit for the Lawson series in *Everybody's*. The suggestion for this series came from George Wilder, president of the Butterick Company. The execution was largely the work of Mr. Lawson, greatly aided by Editor Cosgrove, and splendidly advertised by Mr. Thayer. The splendid work of Charles Edward Russell in *Everybody's*—"The Greatest Trust in the World," "Soldiers of the Common Good," etc., also followed from an original suggestion by Mr. Wilder.

I will not burden you with the details, but I would very much appreciate your publishing the facts.

E. J. RIDGWAY.

### R. F. MacClelland With Williams & Carroll

Robert F. MacClelland, formerly with Marber, Inc., New York, has joined the Williams & Carroll Corporation, also of New York. He had previously represented out-of-town magazines and had been vice-president and advertising manager of *Countryside Magazine* and secretary and advertising manager of McBride, Nast & Co.

### Comiskey's Idea of Creating Ball Fans

PRINTERS' INK has pointed out several times during the past few years the opportunity that the ball clubs were missing by not using educational advertising to create new ball fans and fill empty ball parks on week days. Evidently Charles A. Comiskey, owner of the Chicago White Sox, has discovered the same thing, or else some enterprising solicitor has discovered it for him, because a recent advertisement in the Chicago *Tribune* was obviously designed to accomplish that result.

The advertisement was headed: "Base Ball Is Good for Your Business," and went on to state:—

"If your business demands originality and enthusiasm, if it benefits from the refreshing of your gray matter, then your business requires that you pay regular visits to Old Doc Comiskey.

"His dispensary of pep at Thirty-fifth street and Wentworth avenue is equipped to treat 35,000 patients in an afternoon.

"Here the tired business man sheds his cares as the small boy at the old swimming-hole sheds his clothes.

"It's a real vacation for brain and nerves. You may go to Coronado Beach or Newport, yet take all your troubles with you all the time; but you can't see a fiercely fought battle on the diamond at the Sox Park and do any personal worrying at the same time.

"There is more recreation for tired brains, more rest for weary bodies, more soothing refreshment for jangled nerves at the Sox Park than at any summer resort.

"A home run with two out and three men on bases will instantly shatter hundreds of gourches, fill thousands of lungs with ozone, and inject a fresh, new point of view into as many jaded think-tanks as can be found between Wabash avenue and La Salle street.

"Don't live a life of 'Fifty weeks' grind and two weeks' vacation.' Take little inexpensive afternoon vacations as frequent 'summer bracers.' Get out and expose yourself to the spell of those miracle-working words:

"Play ball!"

The copy has attracted considerable attention among Chicago advertising men, who are of the impression that a consistent campaign along this line ought to go far toward increasing the attendance at the White Sox Park, in which case other ball clubs throughout the country might be induced to wage similar campaigns. The opinion prevails that if the ball clubs all over the country took up this educational work seriously it would have a most marked effect on receipts from ball games during the years to come.

### Joins American Lady Corset Company

J. F. Stevens has just taken charge of the advertising and sales promotional work for the American Lady Corset Company of Detroit, Mich. He resigned from the H. Black Company, Cleveland, to take this new position.

# Cleveland's Mighty Motor

The advertising-motor which makes the most automobiles move from dealer to buyer in Cleveland is the Plain Dealer.

For the first six months of 1916 the Plain Dealer printed 621,558 lines of automobile advertising.

That's 65,800 *more* lines of automobile advertising than the second morning *and* the leading evening Cleveland paper, *combined*, printed during the same period.

For the first six months of 1916, the Plain Dealer further increased its own established leadership in automobile advertising by 192,640 lines—over the same period of 1915.

This Plain Dealer *increase*, alone, *exceeds* by 27,160 lines the same six months' gains in automobile advertising of the second morning *and* the leading evening Cleveland paper, *combined*.

The mightiest advertising-motor in Northern Ohio is

## The Plain Dealer

First Newspaper of Cleveland, Sixth City

*Circulation in Excess of*  
145,000 Daily      185,000 Sunday

Western Advertising Representative  
JOHN GLASS  
Peoples Gas Building  
CHICAGO

Eastern Advertising Representative  
JOHN B. WOODWARD  
Times Building  
NEW YORK



Clarence Poe  
Editor-in-Chief



E. R. McClellan,  
Circulation Manager



J. L. Mogford  
General Representative  
Raleigh, N. C.



Wallace C. Richardson  
New York  
Eastern Representative



Prof. Daniels Scoates  
Farm Buildings



Mrs. W. N. Hutt  
Home Circle and  
Domestic Science



Prof. J. F. Duggar  
Field Editor



B. L. Moss  
Managing Editor

## THE PROCTER & COLLIER CO.

### ADVERTISING

NEWSPAPERS, MAGAZINES, AGRICULTURAL  
AND TRADE PUBLICATIONS  
MERCHANDISING SERVICE

528 WALNUT STREET  
CINCINNATI, July 25, 1916.

Publishers,  
"Progressive Farmer",  
1702 Fourth Ave.,  
Birmingham, Alabama.

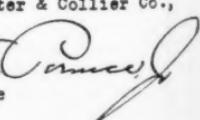
Gentlemen:

The writer, who prepares the Ivory Soap advertisements, has been requested to keep in closer touch with the editorial contents of your magazine with a view to securing inspiration for future advertisements.

To give your publication the attention it deserves it will be desirable that he receive it at his home. We shall, therefore, appreciate it, very much, if you will be so kind as to add his name to your complimentary list.

Yours very truly,

The Procter & Collier Co.,

By   
M. L. Pernice, Jr.,  
#2844 East St. Charles Place  
Cincinnati, Ohio.



Geo. W. Herbert  
Chicago  
Western Representative



John S. Pearson  
Business Manager



J. A. Martin  
Advertising Manager



Dr. Tait Butler  
Livestock, Veterinary,  
Soil Fertility



A. L. French  
Field Editor



Prof. W. F. Massey  
Horticulture, Trucking



F. J. Rothpletz  
Poultry Editor



Prof. D. N. Barrow  
Tex.-La. Editor

## AN "INSPIRATION"

In their letter herewith, PROCTOR & COLLIER have used exactly the right word—"INSPIRATION." We have been very diligent in educating this splendid agency as to the value of our paper and NOW THEIR COPY MAN WANTS IT FOR "INSPIRATION"!

Speed the day when ALL agencies and advertisers will quit shooting in the dark and strive to make their copy fit. Let us send it to YOUR solicitors and copy writers. *This paper is its own best salesman.* To KNOW it—to READ it is to gain "inspiration."

One "editor" with a paste-pot and a pair of shears can, of course, furnish enough type-matter to float as much advertising as a paper gets. Cheap papers are largely made up of "wind-jamming" contributions from its readers who like to see their names in print. They are rather like the "society columns" of a newspaper.

But it takes an editorial staff like ours to win CLASS circulation and bring real results to high-class advertisers. *Our editors wear out pencils instead of scissors and paste brushes.*

We didn't trick MENNEN, INGERSOLL, COLT, CADILLAC, B. V. D., SOUTHERN CYPRESS and others into using our paper EXCLUSIVELY in the South. They came to us only after BRAIN-FAGGING, BODY-EXHAUSTING, PROOF-PRODUCING WORK. They and their AGENCIES bucked and jumped like Texas bronchos before we roped and tied them. Now they stand without hitching. We proved to their OWN LIKING and to the liking of their AGENCIES that even though they were NOT using "farm papers"; even though they are NOT "interested in the South" as a whole—our paper ALONE and INDIVIDUALLY has the CLASS of readers they are LOOKING for.

And we got them ALL at rate card rates—without any "trade deals" or "cut rates." The evidence we produced was so convincing—so conclusive that they knew they were getting value received.

To one and all alike—our rate is 80 cents a line. We ask no favors and grant none. We want business purely on a business basis and sell our space purely on the CLASS of our circulation, our spotlessly clean advertising columns and the editorial merit of our paper.

And on that basis we make good.

## THE PROGRESSIVE FARMER

RALEIGH, N. C. BIRMINGHAM, ALA.  
DALLAS, TEX. MEMPHIS, TENN.  
170,000 Class Circulation (White People  
only) Per Week  
Carries "No Fakes For Man or Beast or  
Fowl"

Geo. W. Herbert, Inc.  
Western Representatives  
Advertising Building  
Chicago.



Member A. B. C.

Wallace C. Richardson, Inc.  
Eastern Representatives  
381 Fourth Avenue  
New York City, N. Y.

## A Contract Requires the Consent of Both Parties

NATIONAL RADIATOR COMPANY  
JOHNSTOWN, PA., August 3, 1916.

*Editor of PRINTERS' INK:*

Have you ever given space as to the value of the statement many manufacturers insist upon appearing first on the letter-head, reading something like this: "All agreements made contingent upon strikes, fires, accidents or causes beyond our control?"

I have never known of an instance where this statement was ever put to test. Other than this I understand that unless the statement is incorporated as part of the letter written it has no legal value.

Your opinion upon this subject will be truly appreciated.

H. TYLER KAY.

The phrase "All agreements made contingent upon strikes, fires, accidents or causes beyond our control" has about as much legal significance as the sentence on a Pullman-car receipt, which reads "Baggage taken into the car at owner's risk," or the sentence on a United Cigar Store certificate, "Redeemable only by the person to whom originally issued."

The above phrases are not used with the idea that they are legally binding upon anybody. The one regarding company agreements simply amounts to a statement that it is the general policy of the company not to make agreements which are not contingent upon strikes, fires, etc. In other words, the company simply serves notice upon its customers that they may expect to find a clause in any contract embodying the substance of the phrase. The mere printing of the clause on a letter-head does not make it legally binding. The whole theory of contracts depends upon a "meeting of minds"; that is to say, both parties to the contract must understand and intend to perform the same thing. The mere statement of a policy or an intention by one party cannot be binding upon any other party unless the latter understands it and acquiesces in it.—[Ed. PRINTERS' INK.]

J. Hall, general sales manager of the Olds Motor Works for the past three years, has resigned.

## American Chewing-gum Popular in France

The successful introduction of American chewing-gum in St. Etienne, where apparently it has a large sale, has been accomplished by methods frequently suggested to American manufacturers of specialties and proprietary articles as a means of reaching retailers and jobbers here.

The gum was brought to the attention of dealers by a wide-awake French salesman, working under the direction of a central agency in Paris. The goods were placed with many tobacconists, druggists and others, possibly on consignment to those most skeptical of results. The dealers were instructed how to display them to the best advantage, and attractive lithographed figures with placards in French, setting forth the use and qualities of the gum, were supplied. The product is labeled in French and inclosed in waxed or oiled paper to retain the original properties and freshness, and the retail selling price is the same as in the United States.

The entire selling campaign, no doubt on the same plan in other parts of France, shows a careful study of the requirements of gaining a foothold in this field. The demand for chewing-gum is rapidly increasing as a result of the advertising campaign.

The methods employed should succeed with any specialty of merit intended for general consumption in such a community as St. Etienne, where the population has tastes and habits similar to those in American industrial cities. To attempt to sell such goods direct to dealers through correspondence or circulars is usually a misdirected effort. Machinery and certain specific articles may be introduced in this way, but for the sale of specialties over the counter, merchants generally have several articles of the same class, all with more or less popularity and advertising, to compete with the American goods. Sometimes these cost less and are obtained without vexatious customs and import troubles.—*Vice-Consul Davis B. Lewis, St. Etienne, France, in Commerce Reports.*

## New Accounts of Philadelphia Agency

The H. E. James Advertising Agency, Inc., of Philadelphia, has secured the accounts of Richard Hudnut, New York perfumer, and J. A. Pozzoni Company, Chicago, toilet articles.

Norman O. Pickett has been appointed head of this company's service department. He was formerly connected with the F. Wallace Armstrong Company and with the Eagle Suspender Company.

## Governor Capper Renominated

Governor Arthur Capper, Topeka, Kansas, publisher, has been renominated by the largest primary vote ever given any Kansas candidate for office.

PRINTERS' INK

# New York American

Announces that its  
Daily *Net Paid* Circulation  
(exclusive of Sunday) exceeds

**350,000**

and that its  
Sunday *Net Paid* Circulation  
exceeds

**720,000**

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MEMBER AUDIT BUREAU OF CIRCULATIONS

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PRINTERS' INK



**T**HERE is more shoe polish used in the cities than there is in all of the rest of the

Everybody in our cities that buys shoes uses shoe polish, rides in the street cars, every user of this product with all other

These statements are equally true regarding merchandise.

STREET RAILWAYS ADVISERS

CENTRAL OFFICE  
Borland Bldg., Chicago

HOME OFFICE  
Candler Bldg., New York



PRINTERS' INK



set in the street car cities of this country  
rest of the country put together.

It buys shoe polish, and everybody that  
travels in street cars. It is not possible to reach  
all other advertising mediums combined.

True regarding nearly all other advertised

AYS ADVERTISING CO.

ME OFFICE  
Bldg. New York

WESTERN OFFICE  
Humboldt Bank Bldg. San Francisco



# *Ben Franklin and His Big Brother Bill*

*Started the ball rolling in New York  
and its vicinity in the line of  
Printing and Binding*

HE was an expert in his business, but if he were living today he would be astounded to see that where he looked over virgin fields and browsing cattle there has arisen next to the magnificent Pennsylvania Depot and the U. S. Postoffice, a building 24 stories high, with floor space equal to fifteen acres, and built in less than one year's time for the special requirements of the printing fraternity. The Charles Francis Press occupies the largest space of any one printing concern in this mammoth structure, and with an almost

ENTIRELY NEW PLANT  
OF MACHINERY IS DOING WONDERS IN THE WAY OF  
SERVICE AND QUALITY

on Magazines, Catalogues, Brochures and High-class Color Printing.

You are invited to look us over at

PRINTING CRAFTS BUILDING  
EIGHTH AVENUE      THIRTY-THIRD STREET      THIRTY-FOURTH STREET      NEW YORK CITY  
and give us your opinion of the change after twenty-two years in Thirteenth Street.

*Charles Francis Press*

*Telephone 3210 Greeley*

# Did This Copy Leave Too Much to the Imagination?

How Michaels-Stern Made a Bold Venture in Endeavoring to Avoid the Conventionalized Clothing Ad

By Henry A. Beers, Jr.

WHETHER a radical departure in copy is sometimes advisable or not is a matter that sooner or later crops up in almost any proposition.

There are those who will hold out against such a move to their last breath, arguing with some justice that to break off the threads short is to destroy much of the original effect that it has taken some money to produce. On the other hand, still others maintain that a false start, or at least a proved ineffectual beginning, is better remedied before it has advanced too far, though it has produced some positive effects. It is better, they will assert, to plough over and reseed the ground, even after several seasons of the other sort of thing, than to continue along the original lines, because that's how the copy was headed from the start—especially if the original funds available for advertising were not especially large, and the waste therefore not so great.

There are many other corollary considerations entering into this question and it is therefore interesting to find that a certain advertiser has recently concluded a campaign that in a sense is a practical try-out of them all in a bunch. To be sure, he is not, at the end of this campaign, quite certain in his mind whether it has been successful or otherwise. It has, he feels, stirred up more general interest and comment among consumers than any of his previous campaigns. As to whether it will result in a positive sales reaction he is not so sanguine, and is therefore not at all certain that as a campaign it has been a success. That, of course, resolves itself into the question of whether an increased public interest is suf-

ficient testimony of a campaign's success, or whether results should be gauged by direct, traceable business. We will have to leave it to the reader, in considering the conditions under which this campaign was developed, to decide whether this manufacturer can be justified in feeling that it has, in fact, paid.

The reader may remember the copy in question, a series of five



SECOND EPISODE IN THIS SARTORIAL MYSTERY

advertisements that virtually formed a travelogue of the wanderings of a Michaels-Stern suit, or suits, of clothes. All of the advertisements were, in effect, a series of posters in magazine space, each carrying simply this uniform text: "Michaels-Stern Clothes—Send for the illustrated calendar—Michaels, Stern & Co., Largest Manufacturers of Rochester-Made Clothing—Rochester, N. Y."

In all the copy not a stitch of advertised clothing appeared. Except for the one heavy display line identifying the copy, the black box that figured in the first three ads and the patent-leather traveling box in the last two might have held anything from candy to flowers. However, the reader who took the trouble to dig below the surface easily discovered that the copy advertised the concern's clothes.

Now, how can you advertise clothes without showing them? This, indeed, was the hinge on which swung this whole campaign. While this company has

would be like matching a Springfield rifle against a "Busy Bertha."

It, therefore, devolved upon the copy producers in this proposition to hit upon a plan that would talk quality, style, etc., and hold its own in point of "high visibility" against the stalwart young super-men of Hart, Schaffner & Marx, and others of this class. This is the way they sought to meet the problem, a plan aimed to get this sales message around the flanks of vastly greater competitive appropriations.

#### THE LEADING MAN MISSING

A series was conceived and carried out as follows; a pictorial story of what class buys the garments. The first advertisement shows a wash-gray poster effect of an ultra-smart store labeled, in leaded panes, "The Man's Shop." Departing from a Colonial doorway a natty young buttons is stepping out under the shade of a striped awning, with a shiny black box under his arm. Obviously, the reader is led to infer that the box, which art makes the most prominent spot in the drawing, contains Michaels-Stern clothing, for at the foot of the drawing these last three words are displayed in big ben-dayed blacks. Tableau.

Next week we find in the same size space, presumably the same boy with the same box in hand, wielding a knocker on the broad white door of a clap-boarded Colonial mansion. While you don't see it in the wood, there is a tree on the lawn, for you do see its shadows against the house's wall. These details are cited to show how carefully the effects have been studied. Tableau.

Next ad shows a man's room, doubtless in the same house. You know it's a man's room because of a masculine pair of slippers reposing on a circular rag rug under a generously upholstered easy-chair. Evidently a gentleman of easy circumstances, too. Sunlight slips over tree-tops through open casement windows behung with figured scrim curtains, falling upon and playing up the same



#### Michaels-Stern Clothes

Send for the illustrated Catalogue  
Largest Manufacturers of Rochester-Made Clothing—Rochester, N. Y.

BUT WHERE IS THE "GREAT UNKNOWN"?

a large annual output, yet it is comparatively a small advertiser, confining its copy to very strict limitations and running just enough to keep the publicity-pot a-simmering.

Were its appropriation larger its copy question would be easier. It would then be comparatively simple to compete in the matter of showing various styles, etc., with a calibre of art work of quite as effectual weight as some of the other clothing manufacturers who advertise far more heavily. However, to attempt to make a style-showing in the face of these conditions with the money available



..... after dinner, when Colonel Spottswood's guests had eased into their deep chairs, it was the Colonel's sacred rite to produce from somewhere a certain treasured box of cigarettes of fine old Virginia."

First made for the Gentlemen of Virginia — "Richmond Straight Cuts" were the first high-grade cigarettes made in the United States. Their "bright" Virginia tobacco has an appealing, old-time delicacy never equalled in any other cigarette.

## RICHMOND STRAIGHT CUT

### Cigarettes

15c — Plain or Cork Tip

Besides the regular package shown here, these cigarettes are also packed in attractive tins, 50 for 40 cents; 100 for 75 cents. These larger packages will be sent prepaid on receipt of price if your dealer cannot supply you.



*Allen & Ginter* RICHMOND, VIRGINIA, U.S.A.  
CIGARETTES & TOBACCO CO. SUCCESSOR

Preferred by Gentlemen Now as Then

EACH month HER magazine is closely read and thoroughly enjoyed by 600,000 mothers—the active buying heads of 600,000 prosperous homes—and right NOW she is getting ready to do her fall shopping and buying. Your sales message will find her unusually receptive.

*THE MOTHER'S MAGAZINE*

ELGIN, ILLINOIS

NEW YORK

CHICAGO

ST. LOUIS

*Member Audit Bureau of Circulations*

black clothes-box—the “black spot” of mystery in this “Treasure Island”—since opened, as a white fringe of tissue-paper shows. There’s a striped cushioned window seat, and it’s late afternoon, as the corner of the mahogany “four-poster” shows an unruffled linen surface. Probably the unknown has donned his new “scenery” and departed. At least, he’s not in evidence.

That may be the back of his head in the next ad, showing through the isinglass window at the back of the one-man top of a comfortable roadster poised on the brink of a hill. And he’s

that overlooks a charming countryside, a vista of rolling, checkerboard meadowland, smiling fields and tufted hedgerows, with lazy midsummer cloud effects. It’s a fishing trip for this Great Unknown, for behold a creel-and-rod case resting against a swinging hammock on the porch.

“So this is the company that Michaels-Stern clothes travel in?” you remark. At least this is what this advertiser wanted you (several million of you) to reflect, after you had singled out these five advertisements from their several surroundings for five consecutive weeks last April and May.

Whether or not this was the impression created it is not sure. All it knows is that it received a lot of letters in answer to the ads, requesting further information.

“What is the price of your car?” inquired one, whether a wag or a plain “simp” the company does not know.

“Where is the place you advertise situated?” wrote another, after the last ad appeared.

“We are not satisfied that this series has been successful,” said Harry C. Michaels, who produced this campaign. “It was our object to get, in place of the usual clothing figures, a different slant on the proposition. This we hoped to create by impressing through a related series of pictures the sort of environment into which our clothes go. I am afraid that, judging from some of the inquiries received, we took too much for granted in trusting to the average reader’s imagination. I’m not sure but that a picture of a suit of clothes and some copy saying ‘this is a good suit of clothes,’ and telling why, might have been quite as effective. Perhaps it’s because the average reader won’t take the time to think out things for himself.

“And still, we got a good many inquiries which prove that the series did attract attention and that readers were puzzled and wanted to know more.”

“Perhaps some text—a simple



STILL OUT OF SIGHT

bound somewhere countrywards, if the gesture of a Mr. Whittier’s barefoot boy means anything. This sturdy be-gallused urchin grasps a self-made fishing-rod in one hand, while the thumb of the other indicates a vague beyond over his shoulder. So the plot is not quiescent; there’s something in store. At any rate, the clothes must still be with us, in the shiny black traveling box strapped to the rumble of the roadster.

And we have it—in the fifth and final reel; the big black box is deposited on the porch of a handsome summer house—a piazza

running story making clear the art impression would have put it over," it was suggested.

"That's it," replied Mr. Michaels. "Before we started the campaign we threshed out that question pretty thoroughly. We decided to let the pictures do the talking and now we believe that this was a mistake. Some text would undoubtedly have helped to make our point clearer."

Is it, then, a mistake to overestimate the public's imaginative powers in interpreting pictures? Personally, at least two of these ads produced the intended effect on the writer—the other three he can't remember having seen previous to the moment of writing this article.

Well, the public has demonstrated in a financial way that it can follow the movie story with the aid of a minimum of simple text to bridge the gaps. The movies are daily stimulating a nationally dormant imagination to think for itself. The point about the movie five-reel or twenty-six episode dramas is that they are either continuous or each episode is complete in itself while developing the thread of the story.

The difficulty about this series of five advertisements was the weekly gap between consecutive episodes with no textual aid to amalgamate the series. Indeed, as they ran without any story matter at all, they might better have been published, one page after another, in a single issue.

From an art standpoint they were exceedingly well done. That they were a departure from the usual is indisputable. The idea was cleverly conceived and bade fair to accomplish the ends for which it was developed—to make a little go a long way.

Post-mortems are seldom pleasant, but they usually discover materials for constructive reflection. The outstanding moral derivable from this copy adventure seems to be that cleverness went just a little too far in this campaign; some concession to the average imagination's more or less limited powers or grasp or just its plain

laziness would have strengthened this copy by a considerable percentage. The same good art work would have spoken far more decisively had it been explained to some degree.

That the pictures did tell a good, long and a pleasant story, hark back to the somewhat lengthy interpretation of the series above. The same story might easily have been suggested, without offense to the reader's powers of discernment, in a few lines of copy, and thus the super-subtlety of the story would have been avoided. It's always a good plan to keep just a step ahead of the average public's level of intelligence, thus to lead it onward—but not so far as to tempt this public to lag.

The text might very easily have taken the form of a little travesty on a Michaels-Stern suit. Doubtless the impression would have been more continuous and more closely knit if it had been shown in each piece of copy that it was one of a series, instead of letting it stand on its feet as a unit. In other words, united it might have stood—divided it didn't get across. In this connection, recall the story of the Columbia Trust Company's copy; each advertisement is numbered. That is a very valuable way to give a sense of a strong campaign behind a single piece of copy. To have numbered the five pieces of copy under discussion would not have been advisable, as their several appearances were also aimed to give the impression of a larger campaign. Nevertheless, it would have been a simple matter to have given the impression of a series, not necessarily limited, but continuous, and thus the effect would have been stretched even farther.

Mr. Brisbane's recent remarks about a picture's worth hold true in this particular instance, but consider also his simultaneous warning about employing too much rather than too little imagination. All in all, this campaign seems to have erred on the side of omission than in commission.

*"Paper Does Express"*

YOU wouldn't think of using bold black type in a booklet about dainty wearables. Nor should you use a heavy weight, highly colored, or rough textured paper for the purpose. *Select the paper that is in accord with the purpose and atmosphere of the product.*

Buyers of printed matter will find our graphic demonstration booklet, *"Paper Does Express,"* and Will Bradley's monograph on the subject of unusual interest and practical value. They are free upon request. Strathmore Paper Co., Middletown, Mass., U.S.A.

*"You have a printer who knows"*

# Strathmore Quality Papers





# Atmosphere

is the thing that must be right in an advertising illustration—the absence of fake.

If you're showing the interior of a factory, it wants to look like one. The picture must not provide a laugh for the man who knows.

The same with a boulevard scene, a golf game—any familiar thing.

The pictures we have made for national advertisers will show you that we understand "atmosphere," in its strictest sense.

CHARLES DANIEL  
**FREY**  
COMPANY  
*Advertising Illustrations*

104 South Michigan Boulevard  
CHICAGO

## Congress Will Not Act on Price-maintenance

Too Much Difference of Opinion Regarding Stephens-Ashurst Bill to Get It Out of Committees This Session—Some Congressmen Are Averse to Press-agent Campaigning for Measure

*Special Washington Correspondence*

PRICE-FIXING legislation is a dead issue in Congress, at least for the time being. The Stephens-Ashurst bill has absolutely no chance of passage at the present session of the national legislature and mighty little chance of enactment during the life of the Sixty-fourth Congress. The public hearings on the Stephens bill, which were inaugurated before the Committee on Interstate and Foreign Commerce of the House of Representatives in a two-day session at the end of May, will not be resumed and the bill will not be "reported out" of committee in either house of Congress at this session, much less brought to a vote before either law-making body.

That this is the situation, despite the expectations and possibly the information of many advertisers, is disclosed by a thorough, impartial, first-hand investigation made by PRINTERS' INK in Washington during the past few days. No attempt is being made, of course, to forecast the future beyond March 4, 1917, because a new Congress will be elected next November and will go into action in December, 1917, or earlier, but it is evident that there will have to be a considerable change in sentiment in the present Congress if any favorable action is to be hoped for at the short session which opens next December and ends on March 4.

No less an authority than U. S. Senator Ashurst, whose name is borne by the price-fixing bill, is one of our authorities for the statement that there is "not a chance" of legislation at this session or, indeed, by this Congress. Said Senator Ashurst: "No action will be taken on the Steph-

ens-Ashurst bill by the Sixty-fourth Congress. There is too much sentiment against it. Since the bill was introduced it has developed that there is marked difference of opinion among members as to the merits of the proposition and no serious effort will be made, I think, to bring the measure to a vote. Under our modern legislative conditions only propositions of this kind for which there is an overwhelming sentiment in Congress stand any chance of going through, and there is nothing in the way of unanimous sentiment on this measure."

What is really blocking price-fixing legislation? This is a question that is likely to be asked by the price-maintenance advocate if he is really brought to realize that the Stephens-Ashurst bill has little show. It is likewise a question that might well be asked by the opponents of price-fixing, inasmuch as they have done little work to further their opposition as compared with the missionary work of the Fair Trade League and other supporters in behalf of the bill. Well, by way of answer, the opponents in Congress of the bill, and especially members of the Commerce Committee, declare that it is a lack of public sentiment and consequently a lack of Congressional support for the measure. The champions of the bill make no charges in reply, but it is easy to discern their sentiment that if the fight is lost (temporarily or permanently) it will be lost in the committee which has power to say whether or not Congress shall have opportunity to express its convictions on the subject.

Because of the direction that suspicion is taking, the representative of PRINTERS' INK has been at pains to study the situation in the Commerce Committee. No poll of the committee can be taken because some of the members are absent from Washington, but insofar as can be ascertained only two members of the committee are outspoken in favor of the bill. There may be other members who favor the bill, but they have given no intimation of such

attitude in the informal discussions in the committee incident to the public hearings and at other times. Unquestionably the majority of the members of the committee are opposed to the bill, and Chairman Adamson is outspoken in his opposition.

#### TOO ACTIVE PROPAGANDA GAINED OPPOSITION OF MEMBERS

The representative of PRINTERS' INK was certain that he detected within the Commerce Committee a distinct resentment of a certain form of "misrepresentation" which was declared to have been indulged in before the country at large with respect to the prospects of the bill, etc. The members of the committee who protested that the public was not being told the true state of Congressional sentiment were very careful not to accuse anybody in particular or any interests in general, but did decry any effort to convince the public that there is strong support for the Stephens-Ashurst bill in Congress and that its passage is probable. As evidence of the overdoses of optimism that are decried, committee-men called attention to the editorial attitude of certain trade-papers, in fields where almost everybody is for standardized prices—trade-papers that seem to be taking the passage of the bill as a foregone conclusion. Likewise was there cited a press-agent announcement sent out from Washington only a few days ago rallying the support of retailers for the hearings "which will be resumed in a few days."

The matter of the public hearings, so rudely cut short, developed its own little irritations which may or may not have been an influence for the sudden interruption of these hearings. When the hearings were finally started after months of tedious waiting some hard-working advocates of price-maintenance were, in their enthusiasm, injudicious enough to intimate that they had "forced" Chairman Adamson to open the subject despite his attributed indisposition thus to act. The version given at the Commerce Committee-room is that when Mr.

Stephens (author of the bill), who is a very popular member of the committee, asked that the supporters of the bill be heard he was assigned two days for the presentation of the arguments. Then the opponents of the bill asked that the committee take no action on the bill until they be heard and they were assured that no action would be taken until they had been given such opportunity. No move was made to fix a time to listen to the foes of fixed prices; no arrangement has been made for the appearance of the price-maintenance advocates in rebuttal; and there the matter rests, a closed incident through the decision of the committee to bring its activities to an end for the season.

So small a matter as the printing of the official record of the testimony of the witnesses in support of price-fixing has contributed its quota of misunderstandings. A great number of requests have been received for this Government document that is to constitute the last word on price-maintenance and a number of persons who have made the requests are apparently at a loss to understand how it is that the volume has not yet come from the press, although it is full two months since the conclusion of the hearings. The Commerce Committee sidesteps the blame and disclaims any intention to smother the evidence. It is the custom of the committee, in the case of all hearings, to submit the stenographic report to each witness for revision and correction, prior to publication. This has been done in the case of the price-maintenance hearings and one witness, a woman, held the manuscript a full month before she completed her editing of her remarks. Finally, there was delay in order to include a subject index in the volume. The committee declared that it had no money to pay for such indexing, whereat the Fair Trade League offered to provide the index, and the committee decided late in July to wait "a reasonable time" for the index from that source before proceeding to print.



## Engineering the Telephone

THE great Bell System, with its telephone highways connecting the farthest points of the country, is primarily a brain creation.

The telephone engineer is the genius of communication. Like the general of an army, he plans, projects and directs his campaigns far ahead. He deals with the seemingly impossible—transforming ideas and ideals into concrete facts.

His problems may involve doubling the capacity of a city's underground telephone system, or the building of a transcontinental line, or a serious war-shortage of supplies needed in telephone work.

Whatever the difficulties, they must be overcome so that the progress of the telephone shall continue equal to the ever-growing needs of the people.

It is not enough to provide only for the present—the future must be anticipated and discounted.

In the Bell System, more than two thousand highly efficient engineers and scientists are constantly working on the complex problems of the telephone business.

As a result, the service keeps step with present requirements and the assurance is given to every subscriber that the Bell System is prepared for whatever the future develops.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

*One Policy*

*One System*

*Universal Service*

# The Evening Mail

Is Leading New York Evening Newspapers in

## Advertising Gains

July 1916	Columns	June 1916	Columns
<b>MAIL Gained 215</b>		<b>MAIL Gained 330</b>	
Second paper "	210	Second paper "	306
Third " "	114	Third " "	274
Fourth " "	80	Fourth " "	165
Fifth " <b>Lost</b>	8	Fifth " "	144
Sixth " "	108	Sixth " "	85
Seventh " "	200	Seventh " "	83

## The Reason

THE EVENING MAIL has a greater purchasing power back of its circulation than any other New York Evening Newspaper of the same or greater circulation.

# A Dealer's View of How Manufacturers Handle Complaints

He Cites Several Instances Which Show that Fair-minded Merchants Are Influenced Even by the Smaller Courtesies

By Frank Farrington

Editor of *Profitable Storekeeping*, and for Many Years a General Merchant

SOME retail merchants seem to think the house from which they buy is fair game for anything they can get out of it by hook or crook. Other merchants are as conscientious in their dealings with the manufacturer or jobber as they would be with their home friends. Half way between are merchants who are honest but who are ready to take more than they are entitled to if the chance comes their way.

Between the merchants who are anxious to get all they can and who must be watched, and those who will simply withdraw their patronage when anything goes wrong, the house that sells these people has something to think about most of the time.

Here follow some instances showing what has been done by some companies to adjust complaints from the retail distributors or from consumers who have been supplied through retail channels.

The Sherwin-Williams Company tells of the following cases where customers' complaints were adjusted by investigation:

A dealer wrote, "One of my customers painted his house two weeks ago with your Gloss White and it isn't dry yet." The Sherwin-Williams man went to the place and looked around for the can that had held the thinner he was told had been put in. There was a bluish, oily substance in the dregs, and the owner assured him linseed oil had been used and showed the linseed-oil barrel. But the man was found who did the mixing and he confessed he had drawn the oil from the wrong barrel, using separator oil! In another case a terrific complaint was registered from a man who had painted with Sherwin-Williams

paint which would not dry. After the dealer waited weeks to make the kick, the representative who investigated found "Copper Paint" had been used, a paint for the bottom of ships and boats which is not supposed to dry!

A dealer in an Illinois city complained that a woman customer had said the paint sold her for her kitchen woodwork was all water, so when she applied it it did not show at all. It turned out that she had made a hole in the top of the can and poured out the liquid and used that in painting. The failure to stir the paint enough, or to stir it at all, is the cause of no end of complaints from inexperienced painters.

As Mr. Lemperly, of the Sherwin-Williams Company, says, "Complaints are a good deal like detective cases: they look dark and gloomy at first, but when you get at them quickly the mystery clears up. When they are allowed to drag along there is less chance of finding the solution."

## TACTFUL HANDLING BY A JOBBER

The following letter from a Chicago jobber to a dealer in South Dakota is self-explanatory and is one of the best examples I have seen of the exercise of agreeable tact in squaring up an obvious mistake:

"Your letter under date of the 16th is received. We looked this order up very thoroughly, and you are correct. To extend to you our apologies is only expressing ourselves in the mildest way. We are sorry your order was handled as it was. This was carelessness on the part of the clerk filling this order, as clam chowder should have been omitted from the shipment, as we were out of the goods at that time. We now have a

stock on hand, and if you will include this with one of your orders we will see that it goes forward to you.

"We do not find where you ordered a case of vegetable soup unless it was on one of your mail orders. You must know what you want and what you can use, and it will be perfectly satisfactory for you to return any of this you cannot use at our expense, and we will take care of the freight end of it for you.

"We are issuing orders to our warehouse to-day with special instructions never to change or substitute on any one of your orders, and we sincerely hope that from to-day on there will never be any change made in connection with any of your business. If the writer finds there is, there is going to be some accounting for it. We assure you we will handle your business as you want us to, and we are here to serve you as you think best and not as we feel it should be.

"We appreciate courtesies extended to us, also your co-operation, and will personally watch every one of your orders. Let us know what you are returning and we will take care of the credit memorandum at this end."

When a complaint has been adjusted like that there is little chance of losing the business of that man for some time to come. He feels that he and his business are important to the house in question, and he knows he is going to get fair treatment. It is the handling of complaints in what is obviously a mechanical, routine manner, with no interest in the dealer, that leaves the latter dissatisfied.

A dealer in Whitman's candy told me, the other day, he liked the way that concern took care of his complaints better than the way they were handled by other sources of supply. He instanced a shipment he had received by express in which the box had been opened and a pound package extracted. Of course, the express company was responsible and the manufacturer was not. But on complaint to Whitman's credit was

at once given for the missing candy and the dealer was relieved of the necessity for going through considerable red tape and waiting a long time, and perhaps getting satisfaction in the end, perhaps not.

Small losses like that will usually be endured by dealers rather than bother to try to get satisfaction. This was a case where the manufacturer paid when he did not need to, but where he no doubt made a good investment. It is perhaps fair and honest to be technical and never to make a credit where there is not a just claim, but particularly when the sum is small it is the best kind of business to be generous.

One of the complaints I have found dealers making is that while a shipment to them must be received and paid for promptly and according to certain terms, when it comes to shipping goods back to the manufacturer there seems to be no rule about settlement, and the dealer may have to wait indefinitely to get his money back, or credit. It seems to be a general feeling that there is no reason why such transactions should not be handled in the same businesslike way demanded in sales to the dealer. A New York druggist told me that one rubber company from whom he bought accepts all returns without question and makes a prompt settlement. The company figures it costs about one per cent per year to do this, and it is no doubt imposed upon to some extent, but feels that it pays. As compared with another rubber company which accepts no returns, if possible to do otherwise, and settles grudgingly, there is no question which will get the business of the dealer who knows both.

#### THIS PLAN PLEASES DEALER

Some houses are adopting the plan of settling by check at regular intervals any claims of dealers against them, thus wiping the slate and relieving the dealer from the necessity of keeping the matter in mind until he has secured his credit or his money. To say that it makes a dealer feel good



## \$5,000 from 150 Acres

"I cleaned up \$5,000 from my one hundred and fifty acre farm last year," wrote a subscriber recently. We asked him how. His very interesting answer will be given in the September number of **FARM NEWS**.

"Success on the farm requires talent in getting profitable prices out of buyers just as much as ability in getting good crops out of the soil." Read Lester J. Meredith's story on "Merchandising Farm Crops," in September **FARM NEWS**.

"We concluded that our money was worth more than fifty cents on the dollar in road building." This Michigan road building story is also told in September number of **FARM NEWS**, together with scores of other good things, all specially written for **FARM NEWS**.

FOUR HUNDRED THOUSAND farmers are reading **FARM NEWS** regularly, because it's "meat and drink" for them. Can you afford not to advertise in a paper like this?

# FARM NEWS

SPRINGFIELD, OHIO

NEW YORK OFFICE  
23 E. 26th St.  
W. ROY BARNHILL, Mgr.

ST. LOUIS OFFICE  
Third Nat. Bank Bldg.  
A. D. MCKINNEY, Mgr.

CHICAGO OFFICE  
1259 Peoples Gas Bldg.  
T. W. FARRELL, Mgr.



## Uncle Sam Salutes the Winners

The Detroit News and its Sunday issue the News-Tribune carried a grand total of 9,684,584 lines of paid advertising during the first six months of 1916, thereby exceeding the great papers of New York, Chicago, Philadelphia, Boston, Pittsburgh, Kansas City, Baltimore, St. Louis, Cleveland, Washington, Los Angeles, San Francisco, and all other American newspapers.

to get a prompt settlement of his claim or for his returned goods and to get it in the form of a check is to put it mildly.

A man brought back to a dealer a Hawes hat which had a big, oval bulge on it. It was a derby. The dealer told him he evidently had had the hat near a steam radiator or had allowed it to get hot in some way, but the customer denied it. He wanted it replaced with a new hat. The dealer sent the hat to the Hawes people and they sent a new one and no questions asked, returning the old one at the same time. Then the dealer, asking the customer to watch the process, heated up the old hat and by careful manipulation of the felt restored it to its original shape. The effect of this latter act was to show that the manufacturer could easily have made the old hat look all right if it had wished, but it had played fair and sent a new one, though knowing it was not at fault for the bulge brought on by heat in some way.

A dealer in Brandegee clothing received a stock in October. A coat he sold in December was brought back with moth holes in the front and sleeve. The customer had not had the overcoat long enough to have it affected by moths. The dealer had not had it long enough, and moths do practically all of their work in the summer, anyway. The manufacturers claimed the goods had left the factory in perfect condition. Evidently the blame could not easily be placed. Brandegee did not seek to place it. They made over the coat without charge and everybody was happy. In another instance a purchaser of one of this company's suits for \$15 complained that the nap of the goods rolled up, showing something wrong. The goods seemed to the dealer to be right and also to Brandegee, but the customer was insistent. Then the dealer agreed to accept the suit back and allow the purchase price on another suit. The trade was made and the manufacturers readily took the suit back with full credit, thus showing their appreciation of

the dealer's disposition to stand behind their goods and take the chances on their backing him up.

The Welch Grape Juice Company makes the basis of adjustment of complaints regarding the condition of its goods in effect that any loss the dealer may have before the cork is drawn will be made good. The assumption is that if there is anything wrong it can be determined without opening the bottle. The salesmen are instructed to be on the lookout for any of the product "off" in appearance and to replace it. Even grape-juice spoiled by freezing en route, though due to no fault of the manufacturer, is replaced.

#### PATIENT CORRESPONDENT RETAINED GOOD WILL

The following correspondence, in regard to adjustments between the dealer and manufacturer, in the case of a well-known dollar watch, shows the highest type of intelligent treatment of such cases. This letter is to the retailer from the watch manufacturers:

"We have received a communication from our Mr. Koons in reference to the charge of \$1.03 upon a lot of eighteen watches received from you October 16.

"We find by referring to our records that all of these watches are in what we term worn condition, with the exception of two. These two, of course, can be replaced free, as they are defective.

"Our record of the \$1.03 charge simply covers repairing the balance of the watches, a number of which we find abused. Two of them with damaged hairsprings, one with dial soiled and four with broken crystals.

"To exchange the entire lot for new ones there will be a total charge of \$3.83. This is in accordance with our regular guarantee.

"The guarantee plan upon our watches, which is a liberal one, obligates us to keep them in repair for one year from date of sale, providing they have not been misused. The guarantee does not mean that we will exchange watches that have been in use for new ones without making a

## We Are Creators

and Builders of  
Complete Advertising  
Campaigns

## Our Service

Conceives the Needs  
Formulates the Ideas  
Plans the Complete Campaigns  
for Our Clients

## We Create and Originate

Trade Marks, Slogans  
Catch Lines, Plans of Distribution  
Pictorial Illustrations

Among National Products which have been

Among National Products which have been  
exploited through our creative and  
advertising services are

SWEET CAPORAL CIGARETTES  
"Aik Dad, He Knows!"

GOLD MEDAL FLOUR

WRIGLEY'S SPEARMINT GUM

GOLD DUST

COCA-COLA

WILSON AND COMPANY'S MEAT PRODUCTS

CLIMAX TOBACCO

OWL CIGARS

BUDWEISER BEER

and many other products

Thos. Gusack Company

The Largest Advertising Company in the World

NEW YORK

CHICAGO

You incur no obligation by making an appointment to discuss your selling and advertising problems.

If you decide to use my service you have the choice of these two plans:

1. A fixed sum for counsel and constructive criticism.
2. A fee of 15% in which case I assume full responsibility as outlined in my Declaration of Principles, a copy of which will be sent to you upon request.

Write, telegraph or 'phone Bryant 1622.

## John Lee Mahin

33 West 42nd Street  
New York

charge, nor does it mean that we will repair misused watches free.

The only fair way to guarantee a watch of this class is to protect the users of same to the extent of the guarantee, which is to keep it in order for one year, providing they do not misuse it. Were we to adopt an indiscriminate repair and exchange policy upon a free basis, regardless of the condition of the watch, it would encourage a customer to expect such exchange in perpetuity. Such a policy would lessen the number of original sales to which you are justly entitled. Were we to adopt any more liberal policy than we do, it would be unjust to you, to your customer and to ourselves.

"We hope, in view of our explanation, you will see the justice of our intention and will advise us accordingly."

A fair enough statement of the situation, certainly. But note the letter that comes back from the retailer—and it is a common thing to have retailers act just like this. Letter-writing is not like face-to-face conversation. The recipient often reads into the letter things we never intended to place there. The letter is to Mr. Koons, the representative:

"We received a long letter from your house yesterday, in which they tried to justify the charges on the repairs. Wrote them this morning to make the repairs, return the watches and send us the bill. At the same time I changed the order of the 27th to read a quarter gross each of Junior nickel and gun-metal, dropping the Yankee. This is the one with which we had most of the trouble, possibly because we sold more of this number than any of the rest.

"This haggling back and forth has become so unsatisfactory that we have decided to sell some other watch or keep out of the business. I placed an order yesterday afternoon for a gross of —— watches. Have had a few of them before and found the manufacturers reasonable on repairs and exchanges.

"If we were in the game to cheat and steal we would expect to be annoyed in this manner, but we have tried to make only fair

exchanges, in some instances gaining the ill will of the customer because of being too stiff in the matter. Life is too short to allow so small a matter to get on your nerves.

"We inform you of these facts that you may understand the absence of orders in the usual abundance."

#### DEALER CAN'T HELP APPRECIATE THIS LETTER'S FRIENDLINESS

The manufacturer certainly could not mistake the meaning of the dealer in that letter. It meant that he was sore and was going to transfer his trade as far as possible to another line. Here is the reply of the head of the house:

"Your letter has been referred for the personal attention of the writer on account of the great interest which our Mr. Koons has taken in your business and in your position on this question of repairs on our watches, and because he has sent us the letter which you wrote him, in which you say you are going to take up another line of watches in place of ours.

"Now, as a business concern you appreciate, of course, that we are naturally very sorry to lose any account, whether it be big or little, but more especially the larger accounts, like your own, and you no doubt further appreciate that the main question which comes up in connection with the point you have raised is as to whether or not we are possibly mistaken in the position that we take in handling these repair questions. If we are actually giving our good customers, who are perfectly reasonable, as you seem to be, occasion to leave our goods and take up others, then there is something the matter with us. We don't care very much about the amount of the charges on your repairs, and we don't believe that you do. We are perfectly willing to cancel the past charges, and, in fact, we are going to do that, anyway, because it is possible that you did not have fair notice of just what our customs and policies were.

"This is not done to influence

your future business, but simply to give ourselves the satisfaction of feeling that we have at least been perfectly fair in your particular case in transactions up to date.

"Now then, as to the future. Your business is important to us, but, of course, just as you can get along with other lines of goods, it isn't going to be fatal to us to lose your account, but this doesn't mean that we are any the less anxious to have it. We want to earn it, however, instead of getting it on any other basis. Our policy regarding repairs is this:

"We do not believe in free, *ad libitum* exchanges. We do not believe it is in the interest of the retail merchant to have such a system in existence. We are perfectly convinced, from a long study and an analysis of many examples, that to make free exchanges simply injures the sales which dealers ought to make legitimately. In other words, if a man can fetch his watch back and exchange it forever, there is never any occasion for him to buy a new one, and we do believe that when a man pays a dollar for a watch that he is not entitled to life service in the way of new watches. We have hundreds of cases come to our notice here in New York of people who bring their watch in for a new one at the end of about eleven months, and it is simply a small example of imposition which some small natures try to take advantage of. We are aware that some of our competitors give free exchanges. We believe that when a dealer has sold a watch and has gotten only a legitimate profit on it, he ought not to be expected to handle future transactions without any profit. The watch either ought to go back to the manufacturer, or, if the dealer has to handle it again, he ought to make a profit on it, provided the watch is more than two or three days old. If it goes that long without getting wrong, the trouble isn't anything the dealer ought to be under obligation to fix up, and when a watch goes wrong in two or three days,

so far as we are concerned, the dealer is entitled to make the exchange without charge, provided the watch has not been abused.

"Some of the largest and most successful retail concerns in the country have accepted our viewpoint on this, and now they either have their customers return the watches to us or, if they exchange them for new ones, they do it at a charge which allows them a profit on the transaction, and they are entitled to this profit. Of course, some of the watches you sent back to us were very palpably abused and ought never to have been exchanged by anyone without a charge.

"Now, the main purpose of our letter is to put our general view before you and see whether you do not think it reasonable as a business proposition, and also to ask you, while you are handling these other watches, to find out whether you do not experience a realization of the fact that you are losing the sales of watches through free exchanges."

The result of the above somewhat lengthy explanation was a very courteous acknowledgment and assurance that the customer would continue his relations with the house.

### This Happened in Ireland

A shrewd manager in one of Ireland's stores was recently "downed" by a raw junior clerk of unexpected precision.

The clerk had completed a sale to a lady who had purchased shoes, value 21s. 2d. On opening her purse she found she had only 16s. 2d. to pay for them. "Never mind," she said, "I'll take the shoes and pay the 5s. balance to-morrow."

The clerk took her money and made up her parcel, and away she went.

Now advances the all-seeing manager, like a destroying angel. "Why!" shouted he, "she may never come back!"

"Oh, won't she!" said the clerk. "Of course she'll come back. Shure, I've given her two rights."—From "Between Us," published by Thomas G. Plant Co.

### Sulcer Joins Vanderhoof Agency

Henry Sulcer, formerly Western foreign advertising representative of the Chicago Tribune, and still more recently of the Triangle Advertising Service, has joined the Vanderhoof Agency, of Chicago.

## To Publishers!

We believe your solicitors are finding that sound counsel many times gets them farther with advertisers than sledge hammer solicitation.

In such circumstances Mallory, Mitchell & Faust's book "Modern Merchandising" is of inestimable value. For it shows the *relation of Advertising to Selling* in a way that it has never been presented before.

It gives the space salesman a viewpoint so that he can counsel on questions of merchandising. In a word, "Modern Merchandising" discusses advertising from the one standpoint that most manufacturers buy it; *for its value in sales work and reducing selling costs!*

We will gladly supply "Modern Merchandising" free to Publishers and their Representatives—and to Manufacturers, Attorneys, Jobbers, Bankers and Salesmen who are interested in advertising.

We invite interviews or correspondence with business men who wish to be informed of the highly specialized services of this organization which has pioneered in Merchandising and Market Research work.

### **Mallory, Mitchell & Faust**

(Inc.)

*Advertising and Merchandising Counsel*

**Security Building - - Chicago, Ill.**

Established 1904



**A Pre-eminent Record**  
SHOWN BY THE  
**Philadelphia**  
**Sunday Press**  
IN  
**Automobile Display**  
**Advertising**

For Six Months Ending June 30th, 1916

No other Philadelphia Sunday paper ever approached this record—  
**239,425 Lines** of Automobile Display Advertising.

A Gain of 41 per cent., or 74,630 lines, over the corresponding period of 1915. A Lead of 38,370 lines over its nearest competitor.

The Quantity, the Gain, the Quality, are all proof positive of the pre-eminent position of

**The Philadelphia Sunday Press  
as the Dominant Leader**

in the Automobile field comprising Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia—the richest Automobile buying district in America.

In that total were included the advertising of the following—

15 leading high-priced Pleasure Cars.  
38 leading medium- and low-priced Pleasure Cars.  
11 leading makes of Tires.  
19 leading makes of Commercial Cars.

Philadelphia is now preparing to spend \$114,000,000 immediately on the most splendid building program in civilization—Subways, Boulevards, Civic Halls, Art Galleries, Libraries and Piers. No other community in all the world now has under consideration anything approximating Philadelphia's marvelous plan.

With such a tremendous volume of money being spent among the people in a short period of time, Philadelphia offers the richest buying center in the United States to-day, and the most logical advertising center as well.

**Philadelphia is a Great Industrial Center—The Press Is Its Interpreter.**

Louis Gilman  
Eastern Representative  
New York

George Krogness  
Western Representative  
Chicago

**Trade Commission Hearing on  
Paper Prices**

The Federal Trade Commission held a public hearing August 1st, to supplement the evidence being gathered by special agents, and from publishers direct, to show whether there is or is not a price agreement between the manufacturers of paper. The chief speakers were Frank P. Glass, of the American Newspaper Publishers' Association; J. H. Zerbe, representing the Pennsylvania Associated Dailies, and P. B. Dodge, of the International Paper Company.

**Dealer Service Men Get  
Together**

Representatives of 103 national advertisers who have become interested in the possibilities of dealer service work will meet in Chicago on August 16th. The idea actuating the organization is that mutual development and exchange of dealer-service ideas and plans will bring about closer relations with the dealer and increase the effectiveness of advertising. J. E. Byrnes, of the California Fruit Growers' Exchange, is making arrangements for the meeting.

**Pilkington Starts Branch  
Publication**

Beginning with the September issue, a special edition of the *Merchants' Trade Journal*, Des Moines, Ia., will be published for the furniture merchants subscribing to that publication. The publication will be called the *Furniture Merchants' Trade Journal*.

**Cincinnati Printer Has Agency  
Department**

The Webb-Biddle Company, a printing and stationery house of Cincinnati, has established an advertising agency department in charge of Walter S. Sackerman, formerly managing director of the Bailey-Scott Advertising Company, New York.

**E. G. Lewis Again a Publisher**

E. G. Lewis, for a number of years prominently identified with the mail-order field, is now publishing the *Woman's National Magazine*, at Atascadero, Cal.

**Death of Louis H. Orr**

Louis H. Orr, secretary-treasurer of the Bartlett-Orr Press, New York, died on August 6, in his sixtieth year. He was also treasurer of the John O. Powers Company.

**Sales Manager for Detroit  
Brokers**

J. Theodore Reed, formerly with Frederick Stearns & Co., Detroit, has been appointed sales manager for Frederick Seagrave & Co., Detroit brokers.



## This little church at Follansbee, W. Virginia

NESTLED down in the heart of the Blue Ridge Mountains is this simple little mission church. A \$1,000 donation by The Catholic Church Extension Society of America built this humble edifice, just one of many such erected last year.

Extension Magazine is the official organ of the Extension Society. In a single year its readers gave almost \$350,000.00 to charity—34% of them (by actual poll) are automobile owners.

Extension Magazine is a denominational publication in the best sense—its editorial policy has the unswerving loyal support of its 150,000 paid subscribers. Its circulation represents the cream of 16,000,000 Catholics in these United States.

By using Extension Magazine you do more than appeal to the individual in a publication which he considers peculiarly his own—you reach 2,000 institutions whose directing Boards and buyers are close readers of the World's Greatest Catholic National Monthly.

# Extension Magazine

F. W. HARVEY, Jr.  
General Manager

LEE & WILLIAMSON  
Eastern Representatives

JAMES K. BOYD  
Advertising Manager

General Offices, 223 West Jackson Boulevard, Chicago, Illinois  
Eastern Advertising Offices, Flatiron Building, New York City, N. Y.



## Why a Jewish Weekly in English?

Perhaps you think that English speaking Jews may be reached through the non-sectarian publications. Then you may not see the reason for **THE AMERICAN JEWISH CHRONICLE**.

A glance through the **CHRONICLE** will help you to understand:

EXCLUSIVE INFORMATION  
ORIGINAL DOCUMENTS  
AUTHORITATIVE ARTICLES

have made it the foremost Jewish weekly in this country.

One of many reasons why 100,000 read it from cover to cover each week.

Your sales-story will have their attention.

**THE AMERICAN JEWISH CHRONICLE**  
*A National Weekly*  
Aeolian Hall      New York

### Big Cigarette Sales

The large gain in sales of cigarettes by American manufacturers during the first quarter of the year continued through April, May and June. There were sold 8,754,000,000 cigarettes in the first five months of this year by American companies, according to the Boston *News Bureau*, compared with 6,333,000,000 for the same period of 1915, a gain of approximately forty per cent.

Our deductions drawn from business for the first quarter, Dow, Jones & Co., of New York, estimated some time ago that the output of cigarettes in this country in the full calendar year 1916 would be in excess of 21,000,000,000, and might run as high as 22,000,000,000. As the output last year was approximately 18,000,000,000 cigarettes, continuance of increase through the remainder of the year at anywhere near the first five months' gain means the surpassing of the 22,000,000,000 mark.

### 120 Montana Weeklies Band Together

The Montana Newspaper Association has been incorporated at Great Falls, Mont., by 120 publishers of weekly newspapers. From four to eight pages of State news and national advertising will be furnished the members each week, with the name of the respective papers at the top and numbered to fit into the proper place in the centre of the paper. Knill-Chamberlain-Hunter, Inc., of New York and Chicago, have been placed in charge of the national advertising.

### Flanagan Sales Manager of Pyrene

T. F. Flanagan has been appointed sales and advertising manager of the Pyrene Manufacturing Company, succeeding C. Louis Allen, who was recently elected president of the company. He has been assistant sales manager a comparatively short time, before which he was advertising manager of the C. J. Tagliabue Manufacturing Company and connected with the Wales Advertising Agency, New York.

### E. B. Moon With "Farmers' Review"

E. B. Moon, retail merchant of Lakeville, Ind., has been appointed director of the department of community development and trade betterment of the *Farmers' Review*, Chicago. A portion of one of Mr. Moon's addresses before the Philadelphia convention of the A. A. C. of W. appeared in the July 6th issue of **PRINTERS' INK**.

### D. S. Blaikie Joins Canadian Agency

Duncan S. Blaikie, formerly of Boston, and lately with Herald Press and Direct Advertising Agency, Montreal, has joined the advertising agency of R. C. Smith & Son, Limited, Toronto, Canada.

## Issues Fraud Order Against Notorious Promoter

At Request of Vigilance Committee of Associated Clubs, Investigation Started Which Concluded in Denying the Mails to International Automobile League, Inc., and Two Others

THE issuance of a fraud order by the Post Office Department, denying the use of the United States mails to the International Automobile League, Inc., and the International Automobile League Tire Company, of Buffalo, N. Y., and A. C. Bidwell, president of both concerns, is a great victory for the "Truth-in-Advertising" campaign of the Associated Advertising Clubs of the World.

Ever since 1907, the many-sided activities of this man Bidwell have been like a thorn in the flesh of the manufacturers of various advertised automobile accessories and tires. As W. H. Lamar, Solicitor-General of the Post Office Department, said: "For years this league has been using the mails to obtain money by false representations and pretenses from automobile owners, dealers, and jobbers of automobile supplies."

For some time automobile clubs, a couple of the larger rubber companies, various organizations and individuals have been after this promoter, but little was accomplished until the Associated Clubs took up the case in March of this year. At that time at the request of Merle Sidener, chairman of the National Vigilance Committee of the clubs, the Post Office Department started an investigation of Bidwell's enterprises. According to Judge Lamar it was one of the longest and most important hearings ever held by his office. It occupied a period of forty-six days, and, as he said, "revealed a remarkable complexity and variety of unlawful practices employed by the president of the League and his agents in exploiting the public."



## ADVERTISING TO THE RICH

IN selling to the comfortable classes in Great Britain a lot of waste advertising is cut out by realising what "Class" means to the Britisher.

Except Russia, there is no civilised country where class distinctions are so clean-cut—where the class-line is so little liable to be overstepped.

Advertising in Great Britain to people with money cannot be 100 per cent. efficient without using the accepted papers of the moneyed class. These people read the dailies and the popular papers, too; but they read them in an altogether different spirit. A manufacturer will never win their confidence until he indicates fairly and squarely that he *knows* his goods are for the educated, the moneyed class—by advertising in the papers of that class.

For three generations to read "PUNCH" every week has been the distinctive hall-mark of this class in the British Empire. There are two sorts of people in the Empire—those that read "PUNCH" and those that don't. All the moneyed people are in the first class.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouvier Street  
London, E.C., England

Richard H. Lee, of Cleveland, former chairman of the Legislative Board of the American Automobile Association, represented the Vigilance Committee at the hearing. As is to be expected with a man of Bidwell's ability, he had protected his operations with many safeguards, and a rather extensive set of ferreting machinery had to be employed to collect the necessary evidence. The local Vigilance Bureaus contributed much valuable help in this connection. Over three months' time and \$3,000 in cash were expended by the Associated Clubs. The activities of this Buffalo man have attracted so much attention, have been the subject of so much criticism, and the cause of so many complaints, that the success of the Vigilance Committee, in stopping, through the Post Office Department, his operations, is all the more noteworthy.

#### HOW THE LEAGUE WORKED

The facts about the way Bidwell conducted his business, as revealed in the government's investigations, are interesting. He was the president of two organizations—the International Automobile League and the International Automobile League Tire Company. He owned practically all the stock of the League, and absolutely controlled the management. Memberships in the League were sold at ten dollars each, payable in advance. If a member had more than one car, five dollars a year were required for each additional car. To quote from a statement made by Solicitor Lamar, the League undertook "to furnish each member automobile tires and supplies, which it may be able to obtain, at dealers', jobbers' or manufacturers' prices, to maintain without expense to the member a home office and to mail quotations from time to time." Bidwell employed agents as well as direct advertising to solicit members for the League. It was represented that the organization had contracts with manufacturers of nationally known standard automobile tires and accessories

which enabled it to sell such things to members at dealers' and even manufacturers' prices. The makers of these products testified that no contracts of this kind existed. It was also claimed that the League, through its agents, represented that it could sell certain automobiles to its members at liberal discounts. The government was told by the manufacturers of these cars that the League could not obtain the machines to sell at any such discounts.

It is not known how many members were in the League. Various estimates have been made, some as high as a hundred thousand, but, of course, these figures may be exaggerated. To keep better hold of contributors, once they were landed, it was stipulated on the application blank, which each prospect was obliged to fill out, that the member could not resign except by giving notice over his signature by registered mail at least sixty days before the expiration of the membership year, and then only in the event that he was not in arrears.

#### MEMBERSHIP RENEWED ALMOST AUTOMATICALLY

In all promotion work the rule seems to have been to keep the prospect's eyes fixed upon the picture of the savings he would effect by becoming a member of the League and to divert his attention from the "joker" clause, whereby he was bound to pay dues unless he resigned sixty days in advance, etc. Usually a new member got a receipt, but no copy of the "application" he had signed. Under the regular system an agent who secured a member pocketed the first year's dues as his commission. In such cases Bidwell would get nothing but the dues for subsequent years, and in order to make sure that these were worth while it has been his practice to allow these dues to accumulate. Finally he came down on the victim with a demand for payment in full. A sample communication of this kind, which the Post Office Department officials got hold of, demands \$60 alleged to be owing for dues from Nov. 1,

# Profit Percentages For Advertisers

According to the latest statements to the Audit Bureau of Circulations, The Atlanta Georgian has 21 per cent more total net paid city circulation than the other Atlanta evening paper and 62 per cent more total net paid city circulation than the morning paper.

The Sunday American has 24 per cent more local circulation than one of our contemporaries and 41 per cent more than the other.

In total circulation it has 28,174 more than one and 33,499 more than the other.

The Georgian now sells for 3c daily, 15c weekly and \$7.50 yearly.

The Daily Georgian and Sunday American do not accept whisky, beer, wine, clairvoyant, questionable financial, exaggerated announcements, habit-forming drug or questionable medical advertising.

You keep good company when you advertise in these newspapers and you talk to the biggest, most responsive audience in this section of the South.



*"The Newspapers of the Home"*

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#### FOREIGN REPRESENTATIVES

BENJAMIN & KENTNOR CO.  
225 Fifth Ave., New York City.

J. CARR GAMBLE,  
3d Nat. Bank Bldg., St. Louis.

BENJAMIN & KENTNOR CO.  
People's Gas Bldg., Chicago, Ill.

GUSTAVE KOPP,  
Georgian Bldg., Atlanta, Ga.

1910, to November 1, 1916.

The work of compiling advertising matter for Bidwell appears to have been largely in the hands of Harry Ames Van Auken, a convict out on parole from the Michigan State Prison, where he had been imprisoned following a conviction and sentence of ten years for obtaining money under false pretenses. Van Auken also conducted the "schooling" of agents who, up to last March, when Van Auken was rearrested, were sent on the road to sell memberships and place jobber contracts for the International Automobile League Tire Company. Some of the representations made by these agents were fanciful in the extreme. For example, promises were made that a tire factory would be built at or near the home of the prospective member, and that supply stores would be established at or near the city or town where the prospect lived. In the advertising literature there was "played up" the ability of the League to get quick deliveries on auto supplies and accessories when, as a matter of fact, Bidwell well knew that through the hostility of manufacturers and dealers he is often and for considerable periods unable to obtain or furnish such articles, except after great delay and inconvenience to the members, unless the member agrees to take other makes of the articles ordered, which are generally of an inferior quality and of less value, but which are, in fact, Bidwell's specialties."

An advertising "blind" that might be amusing but for its serious results was the employment of make-believe telegrams and night letters which were mailed to agents of the League in order that they might be shown to wavering prospects. One fake telegram dated at Buffalo in November of last year read, "We expect to close with the Goodrich, Firestone and Goodyear for making the National tire." Under date of December 10 there went out a form, "At this writing we are in a position to furnish Ford cars at 15 per cent. discount." but

ten days later there was circulated a follow-up telegram reading "Our supply of Ford cars has been exhausted. Can you find some dealer who has some Ford cars for sale and at what discount? We will buy all we can get providing the discount is right." All these dummy telegrams were signed "International Automobile League."

Especially interesting was the system Bidwell worked to carry out seemingly the promise to offer goods at jobbers' or manufacturers' prices. He pretended to give his "members" the advantage of a 50 per cent discount from published price-lists, when, in fact, he published and furnished them a price-list of his own which was made up by taking the price-lists of the various manufacturers and padding them so as to raise the price of each article to include the amount of the promised discount and a profit to himself in addition to the cost of the article. In his price-lists and catalogues he quoted prices on standard tires less than they could be bought for by any one. The list, however, contained a "joker," namely, that the customer must give three choices when ordering. This permitted Bidwell to select and forward to the "member" a tire upon which he realized a profit. It has been regular practice to substitute profit-yielding tires for specified brands on the theory that in nine cases out of ten the purchaser, in urgent need of a tire, will not avail himself of the privilege to return the substitute and take his chances of getting the tire ordered at some future time.

A mass of other detail about stock jobbing and other alleged fraudulent practices was brought out in the hearing, but space does not permit its mention here. It appears that the League rendered a highly efficient service to a few members, from whom glowing testimonials were received. It is reported that hundreds of such letters were presented at Washington. It is said that Bidwell amassed a large fortune through the exploitation of his schemes.



## An Advertiser's Complaint and an Agency's Answer

LAST week, Tuesday, the President of one of our year-old customers frankly complained that our Ads. "were not *individually* pulling as he felt they should."

Admittedly, his business was building along firm, conservative, healthy, dividend-paying lines; but when it came "to tracing definite, direct benefits, to any one or more Ads., the result lacked certain tangibleness."

Our answer was—We are Business Builders first. Advertising Agents last.

Making any one Ad., or any four or six Ads. "strike pay dirt," is not particularly in our line. But using advertising as a steady, dependable, year after year *builder of business*, is our line *in particular*.

You will be interested

to know that we are to continue Business Building for this complainer's corporation.

And now let us add that our original three customers have been Business Building with us for twelve years. Nothing spectacular in results; but their stock for the last eight years has promptly been accepted as gilt edge collateral at the banks—especially so in "panic times."

Yesterday, we decided to drop two accounts, that most of us felt didn't quite fit in here.

Want two more to take their place.

Would you like to consider being one of them?

The amount of your appropriation is not paramountly vital to us. But the future possibilities of your business are.

**TUTHILL AD. AGENCY**  
1133 Broadway, New York City

PHONE—8860 FARRAGUT

# WHAT ADVERTISING MEDIUM IS BEST FOR YOU?

**"The Record of Advertising Returns"**  
*answers this question accurately*

Showing—Total Replies for the month  
Cost  
Cost per Reply  
Total Cash Received

*Thus you are enabled to choose the productive media. This book has saved money for many and will do the same for you.*

Price \$1.00—sent on approval

**Order Today**



**MACLAY & MULLALLY, INC.**  
60 BROADWAY  
NEW YORK

## Bill Before Congress to Prevent Misbranding

Committee of House of Representatives Reports Favorably on Bill Dealing with Misbranding and Labeling of Merchandise—States That No Honest Manufacturer Need Fear Its Passage

**U**NEXPECTEDLY, as the present session of Congress draws to a close, there has been reported to the House of Representatives with a recommendation for its passage a bill to prohibit the manufacture and sale of misbranded articles. The surprise occasioned to manufacturers and advertisers by the "reporting out" of this bill (H. R. 10,496) by the Committee on Interstate and Foreign Commerce was due to the fact that the failure of the committee to hold public hearings on the bill, as originally contemplated, was generally accepted as sounding the death-knell of the measure for this session. However, in the end, the committee-men decided that the hearings held a year or more ago afforded all the testimony by manufacturers which was needed and accordingly the bill was endorsed but not, however, until various amendments were adopted making minor changes in the wording of the bill, as introduced by Congressman Barkley.

The report made by the committee upon this, the most promising of a long line of bills dealing with the misbranding and labeling of goods and merchandise, says in part: "The principle sought to be enacted in the present bill, while new as to general articles of commerce, has at the same time already been applied and found successful in connection with food and drugs. There can be no doubt as to the power of Congress to pass such legislation.

"It has been suggested that all articles entering into interstate commerce ought to be labeled or branded, so as to give notice to

the public by a mere glance at the article, of the different ingredients of which it is composed; but in considering the initial steps to be taken in legislation of this character, the committee has thought that for the time being it is sufficient to define and seek to prohibit false and fraudulent labeling or branding by which the unwary are imposed upon in many branches of trade throughout the United States.

"It is not deemed at this time practical to require that all goods entering into interstate commerce shall be branded or labeled. It is recognized that to do this would be almost a physical, if not a legal, impossibility. There are many articles of interstate commerce into which a large number of component parts are placed to make the complete whole, and yet it would be impossible to place on the outside of every such article a description of everything that went into its manufacture. Such a description would so disfigure and mutilate many articles of interstate commerce as seriously to impair their value and destroy their market. In other cases it would work a hardship by requiring the secret process of manufacture to be stamped upon the article before permitting it to enjoy the privileges of interstate commerce. Such a requirement would be manifestly unfair, and would bring about considerable confusion in the manufacturing and commercial world.

### INTENDED TO PREVENT FRAUD

"But while this is true, it is recognized that in many branches of trade throughout the country frauds are practised upon the people by false labels and deceptive brands placed upon articles of commerce for the purpose of creating in the minds of the purchasers the impression that the article is of a composition, character or quality other than that which it actually possesses. It has been a common practice among a certain element of manufacturers, as well as others who pretend to be manufacturers, to place upon the market articles of merchandise that are pure imitations but at

## Be an Electrical American

### Advertising Men

—you who sell by the printed word,  
America's Electrical Week offers **you** an opportunity  
No matter what goods you are marketing;  
—whether it is shoes  
—or ships  
—or sealing wax

or any of the myriad things that men do advertise,—Electricity has helped **you**.

Somewhere, along the line, this safe, sure, silent servant is constantly speeding up the machinery of production, transportation, sales.

## America's Electrical Week

December 2 to 9, 1916

calls again to America to "Do It Electrically."

It is a week of sales-celebration in which **you** as an advertising man, ought to join. The stage is set and there is a part for you to play.

Look up the working committee in charge of your city's celebration. It will appreciate your merchandising experience and advice.

Notify the chairman that you will help, with suggestions, ideas, copy, art-work, enthusiasm.

It will pay you a hundred fold.

*Official committeeen have just been named in 286 cities. Write today for a list of these men, also the "Story of Electrical Prosperity Week, 1915." Both are free for the asking.*

Address Publicity Department  
THE SOCIETY FOR ELECTRICAL  
DEVELOPMENT

UNITED ENGINEERING SOCIETY'S BLDG.  
29 West 38th St. New York City.

the same time are branded as genuine.

"It is manifestly unfair to the legitimate and honest manufacturer to have to compete with such false and fraudulent methods on the part of those who are unscrupulous or who seek to reap the fruits of their cupidity at the expense of the public, and for this reason it is believed by the committee that as a matter of justice to the consuming public, to the honest merchant and manufacturer, as well as to our conception of upright methods of business, the bill now proposed should be enacted into law.

"No legitimate or honest manufacturer need fear its passage. Only those who seek to feed upon the credulity of the public by false and deceptive methods will array themselves against a measure that seeks to purify the channels of commerce. This bill is aimed at the dishonest manufacturer or other person who deliberately misbrands or falsely labels his products. It is not intended to apply to or punish the innocent retailer or dealer who, in good faith, relies upon the quality of the goods as represented to him."

The new measure comes close to advertising interests in that the law may be invoked if any false, fraudulent, misleading or deceptive word regarding goods or merchandise is published or circulated in any newspaper, magazine, book, pamphlet, circular or other publication or advertisement.

### Coupons Used in Introducing New Dessert

To introduce "Jiffy-Jell," a new gelatine dessert, the Waukesha Pure Food Co., Waukesha, Wis., is planning the use of coupons in a list of women's magazines. In redeeming the coupons from the dealer to whom they are presented, the manufacturer proposes to pay twelve and a half cents per coupon, the full retail price of the article.

### W. C. Jewell With Detroit Manufacturer

W. C. Jewell has been appointed director of sales and advertising for the Drabold-Mott Manufacturing Company, of Detroit.

# The Acme of Accuracy

## The

# Standard Register of National Advertising

*Not* a directory, but a live working list coupled with a service replete with suggestions and help-hints to reach a larger market.

**The National Register Publishing Co.**

Miners' Bank Bidg., Wilkes-Barre, Pa.

10 East 43rd Street — Telephone Murray Hill 496 — New York City

## An Idea That Is Making Good



### THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady  
and The Capitol District

FOR YOU

RATE, SIX CENTS FLAT

*Advertisers, Sales Managers and  
Space Buyers are requested to write*

**THE KNICKERBOCKER PRESS**  
**FOR FACTS**

*Member of A. B. C.*

## Printers and their Specialties

Advertisers Can Consult with Profit, this List  
of Printers, When Planning their Next Job

### Advertising Agencies

When you send out proofs to your customers, and when you mail copy and electro to papers and magazines, you will find the use of **McCourt Gummed Labels** will insure their delivery or return.

**McCourt Gummed Labels** in perforated rolls for addressing on a typewriter are a convenience and economy.

*Our label catalog and book of information about gummed labels is sent free to readers of Printers' Ink.*

**McCourt Label Cabinet Co.**  
54 Bennett St. Bradford, Pa.

*Satisfied customers are our biggest asset*

### MONROE PRESS

225 West 39th Street  
NEW YORK

### Typographic Service

Advertising Agencies exclusively

- Especially equipped for handling Advertising Composition day and night

**C. E. RUCKSTUHL, INC.**  
27 EAST 31ST STREET, NEW YORK

### EMBOSSING

"stands out"—An embossed cover always stands out and makes your catalogue out of the ordinary.

*We are specialists in the embossing line.*

### Walcutt Bros. Co.

141 East 25th St., New York City

ANY of America's prominent advertisers and advertising agencies like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal

### Booklets AND Catalogs

Agency and others, requiring High Class Booklet and Catalog Work use the



Printers of PRINTERS' INK  
461 Eighth Av., N.Y.

WE do more than blindly follow the layout of your ads—*good* typography plus a quick and direct service.

*Telephone Bryant 4534*

**Hurst & Hurst Co.**  
*Typesetters to Advertisers*  
145 West 45th Street, New York

### READ PRINTING COMPANY

HIRAM SHERWOOD, President

Your publicity matter is the mirror which reflects the character of your house and product.

106 SEVENTH AVE., N. Y.  
*Telephone 6396 and 6397 Chelsea*

### High Grade Publications AND Advertising Leaflets

### ROY PRESS

WM. J. LAWRENCE  
*President*

Beekman and Gold Streets, New York

## Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,  
Advertising Agents and Publishers

**THE** advance in the price of paper has introduced new economic conditions in the preparation of advertising literature. The use of **Color Illustrations**

will do much to offset the increase in the cost of paper by their superior selling value. Advertising directors will be interested in our service.

**ZEENE-WILKINSON CO.**  
*Color Printers & Engravers*  
424-438 W. 33rd St., New York City

### Advertising Service

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly,  
Feb. 28, 1916 THE ERICKSON CO."

**THE GILL  
ENGRAVING COMPANY**  
140 Fifth Ave. New York

**SCIENTIFIC  
ENGRAVING CO.**  
406-426 W. 31st St., New York  
Telephones Chelsea 2117-2118-2229  
**Best Equipped Plant in New York**  
Guarantees you finest plates at reasonable rates  
**FINE PLATES**

### WE ARE PREPARED

To make halftone and color plates on ZINC—the kind that only the expert with a magnifying glass or microscope could tell apart from Copper.

There's a big saving in PRICE,—and in the TIME it takes to make them.

**Metropolitan Art Craft Co.**  
2 Duane St. New York  
Telephones Beekman 2980-1-2  
"PLATES FIT TO PRINT"

## ELECTRO LIGHT ENGRAVING CO.

BENJ. W. WILSON, Pres.  
A. W. MORLEY, Jr., Pres.

**Photo - Engraving**  
COLOR WORK A SPECIALTY

411-415 Pearl Street, New York  
Telephones—2350-2351 Beekman

*The*  
**Colorplate Engraving Co.**  
J.E. Rhodes, Pres.

311 West 43<sup>rd</sup> St. N.Y.



Quality Color Plates

## ELECTROTYPE SERVICE IN CANADA

GET your electro's out on time. As far as possible, all orders are sent out by us the same day as order is received.

*We Save You Duty—  
We Save You Time.*

**RAPID ELECTROTYPE COMPANY**  
OF CANADA  
345 Craig St., W. MONTREAL, P. Q.

*A good Picture  
is worth a ...  
Million Words*

ARTHUR BRISBANE  
BEFORE THE ADVERTISERS CLUB  
**THE STERLING ENGRAVING CO.**  
NEW YORK CITY  
Artists - Engravers

200 WILLIAM ST.  
TEL. E 8200 BEEKMAN  
1012 AVE. 888 36<sup>th</sup> ST.  
TEL. 3800 BEELEY

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS*  
*Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 10, 1916

**The "Conspiracy" Against** It is becoming increasingly apparent that our friends in the **Wall-paper** wall-paper industry are the victims of a conspiracy. The manufacturers of paint are leagued with the makers of wall-boards and other decorative coverings in the endeavor to discredit wall-paper on the ground that it is unsightly, unsanitary and expensive. And the worst of it all is that the conspirators are going straight to the ultimate consumer with their arguments, instead of confining them to trade circles as any properly conservative business man should.

In other words, the paint and wall-board manufacturers are advertising their products to the consumer and getting away with it, while the wall-paper people are passing resolutions "in convention assembled" and telling each other that the misrepresentations of their competitors cannot be too strongly condemned. We note a long and very able article by C. R. Clifford, of *The Wall-Paper*

*News*, in which the claims for the rival products are vigorously attacked. There is evidently a whole lot to be said for wall-paper, but so long as it is only talked about within the trade it is not likely to keep rival manufacturers awake o' nights.

Whatever inroads have been made in the wall-paper business (and they must be extensive if we may judge from the outcry they are causing) have been due to the fact that individual consumers have become convinced that other forms of wall-covering are in some way superior. And it is no wonder, when the advertising pages of almost every national medium of any importance have featured paint and wall-board copy, while on the subject of wall-paper they have perforce been silent. The local decorator has been expected to carry the whole burden of selling wall-paper to the consumer—and he has proceeded to sell her what she wanted. He has had mighty slight encouragement to fight the battle of the wall-paper manufacturers, while the makers of rival products have given him a small arsenal of selling-helps.

It will do little good to pass resolutions and fill the trade-press with attacks upon the arguments of the "opposition." The person who really decides whether a wall shall be papered, or painted, or covered with other material is not the manufacturer nor, in the majority of cases, the decorator. Arguments for wall-paper which do not extend beyond the limits of the trade fall lamentably short. How much longer will the wall-paper men permit rival products to take undisputed possession of an ever-growing share of the market?

**Henry Ford's Tribute to Advertising** The announcement that the Ford Motor Company will alter the lines of its cars to meet the aesthetic demands of the public is the month's sensation in automobile circles. Whether it will prove equal in publicity value to the minimum-wage propaganda,

or the fifty-dollar rebate sensation, remains to be seen. But even a Henry Ford cannot expect to put it over continuously. The four leading producers of cars nearest the Ford in price are planning a combined output of 450,000 cars next year, backed by aggressive and persistent advertising. None of them is yet big enough to challenge Ford's leadership in his appropriate field, but combined they are demonstrating that he by no means has that field to himself. The change in the company's policy may well be regarded as a tribute to competitors' advertising, and we may yet live to see the Ford Motor Company using advertising space on a scale commensurate with its importance in the industry.

**How Soon to National and International Publicity?** There's advertising and advertising. Any issue of PRINTERS' INK

bears witness to this. There's advertising to sell goods—to sell service—to distribute anything that others want to a sufficient degree to make it worth while to advertise and sell it.

Advertising to disseminate information or doctrine has increased significantly of late, and has been accorded frequent editorial comment. That it is still in its swaddling-clothes as compared to its potentialities for public service may be gathered from the following passages by an internationally famous publicist who writes on "Democratic Control of Foreign Policy" in a recent issue of the *Atlantic Monthly*.

"Granting that the people in the different States should have an effective will to control foreign affairs, the machinery of constitutional government will have to be adapted to this purpose. The method of doing this must be worked out in each case by those who are conversant with the constitutional theory and practice of the countries concerned. It is, however, important to insist that there must be international as well

as national publicity. All nations must have an opportunity, in the case of an acute dispute, of knowing the position and claims of all other nations. This can be done only through a full inquiry by an international authority which shall publish to the world its findings and recommendations."

Granted the need of such an authority, just how is this national and international publicity to be handled? It is certain that no bureau of press-agency could accomplish the desired ends. One publication's views will not jibe with another's; one's available space for publishing, or methods of editing, the information sent out from a hypothetical national publicity bureau will not coincide with another's.

Nevertheless, the possibilities are tremendous, perhaps imminent, and once more Mr. Tinsman's suggestion of a cabinet position for a Secretary of Publicity grows less fantastic.

One thing is certain, that if the facts are to be published as they are released, the one efficient method will be to take paid space, for the reasons put above. Costly? Well, what about the millions poured yearly into the *Congressional Record*? Who ever reads this "publicity"? Again, what of the moneys represented in the millions of reprints of speeches by "favorite sons"? What of the money squandered on an indiscriminate distribution of seeds, never to perform their natural functions?

The City of New York once advertised for auction a yacht, an heirloom from a former administration. The announcement appeared exclusively in the *City Record*. Exactly seven bidders showed up, and none had the price.

A Secretary of Publicity should necessarily combine tremendous powers; the faculties of the editor with those of the scholar and the trained publicist. But where there's a need, there's a man. Some will say that the office would be open to party abuses; a patent opportunity to swing undue influence in favor of the ad-

ministration in power. No more than in the case of the Secretary of the Treasury.

On the other hand, consider how the public might be kept better informed of the various reasons and the various phases of different legislative moves. As just one possibility, reflect how the iniquities of the "pork barrel" might be made to wilt before pitiless publicity.

A far cry, perhaps, but "the world do move." What party's platform will be first to adopt a full publicity plank?

**Legislators Resent Pressure from Advertisers** What means to adopt and how far to go in attempts to influence Congressional opinion have been perplexing questions ever since official Washington developed, a few years ago, a super-sensitivity with respect to "lobbying."

A group of advertisers prominent in the talking-machine field has lately been brought to a realization of how a bad reaction is risked in over-enthusiastic promotion for a good cause. Doubtless it would be far outside the truth to say that the ultimate fate of the Stephens bill has been endangered by "carrying the case to the people" in a few Congressional districts, but certainly that seemingly innocent form of appeal has stiffened the opposition to the measure in that committee of the House of Representatives which must first be won.

There are, naturally, no more devoted champions of fixed resale prices than the jobbers and retailers in the talking-machine trade. Under the leadership of the president of a New York talking-machine company, they planned a campaign which contemplated reaching the hearts of the chief opponents of the Stephens bill by means of appeals from the "home folks" or constituents of the respective Congressmen. The president led the way by a visit to the home town of the chairman of the Committee on Interstate and Foreign Commerce.

To the surprise of the mission-

aries Chairman Adamson did not take at all kindly to this plan for bringing the merits of the price-fixing bill to his attention. He has denounced the circulation of the petitions as a "most reprehensible thing"; has complained of "second-hand lobbying from New York" and protested against having his constituents "meddled with by outsiders." It has not mollified him, either, that his fellow committeeman, Mr. Stephens, author of the bill, has remarked that he "welcomes that kind of intermeddling" in his district. To add insult to injury a man in Atlanta has reminded the head of the committee "I am preparing to have your constituents get after you on the Stephens bill."

Congressman Barkley, of Kentucky, likewise refuses to accord to advocates of the price-fixing measure the privilege of "fixing fences" in his district. Speaking of another invader, he said: "He had slipped into the town where I lived, knowing I was not friendly, and had gone around and told one side of the question to the merchants and got them to sign a petition asking me to support the measure. I accused him either of insincerity or with embarrassing me among my home people."

Zeal, even if misdirected, should do no permanent harm, presumably, when the cause is righteous, but this present incident with reference to the Stephens bill emphasizes how difficult it is to arouse sentiment at the proper source, even though that source be retail merchants of average intelligence and enterprise.

Opponents of the Stephens bill on the Commerce Committee made capital of the fact that no spontaneous demand has come from the farmers of the country. The chairman twitted the president mentioned above with the charge that when his district was visited the missionaries had avoided groups of farmers on the street corners. But apparently our critical Congressmen resent inspiration, even when it is sought to be supplied to members of a community directly affected by a legislative proposition.

E. G. LEWIS has again entered the publication field, his publication the

# Woman's National Magazine

Alabama	3,186	Nevada	386
Alaska	81	New Hampshire	1,683
Arkansas	4,337	New Jersey	2,994
Arizona	975	New Mexico	1,590
California	12,699	New York	11,785
Colorado	4,859	North Carolina	2,846
Connecticut	2,249	North Dakota	2,116
Delaware	114	Ohio	22,034
District of Columbia	646	Oklahoma	6,519
Florida	4,115	Oregon	2,027
Georgia	3,851	Pennsylvania	15,580
Idaho	2,126	Rhode Island	506
Illinois	17,717	South Carolina	1,498
Indiana	7,814	South Dakota	2,508
Iowa	12,972	Tennessee	3,257
Kansas	10,348	Texas	10,982
Kentucky	2,396	Utah	1,668
Louisiana	3,075	Vermont	2,730
Maine	2,600	Virginia	4,950
Maryland	971	Washington	5,790
Massachusetts	4,269	West Virginia	5,910
Michigan	11,282	Wisconsin	7,002
Minnesota	10,222	Wyoming	1,020
Mississippi	2,145	Foreign	762
Missouri	9,220	Cuba	65
Montana	3,016	Panama	12
Nebraska	8,916	Philippines	48

H A S

## Over 250,000 Subscribers

and the advertising rate is  
ONE DOLLAR an agate line.

NEW YORK OFFICE  
GEORGE W. STEARNS, *Manager*  
409 Flatiron Building

CHICAGO OFFICE  
J. A. YOUNG, *Manager*  
1221 Hartford Building

**WOMAN'S NATIONAL PUBLISHING CO.**

G. B. LEWIS, *Advertising Manager*  
Atascadero, California



Do now what you will be glad  
to talk about on Christmas Eve.

**Plan to use the Unusual Gift  
Pages in the December  
and January Metropolitan.**

Last year one advertiser using space in these pages was able to tell of having received more than 250 inquiries from one advertisement costing less than fifty dollars. Further information concerning this unique Christmas service on request.

# Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, Manager of Advertising, 432 Fourth Avenue, New York.

GEORGE S. THOELSEN, Western Manager,  
831 People's Gas Building, Chicago.  
Phone, Harrison 2240.

W. T. HAMILTON, Jr., Eastern Manager,  
432 Fourth Avenue, New York.  
Phone, Madison Square 9195.

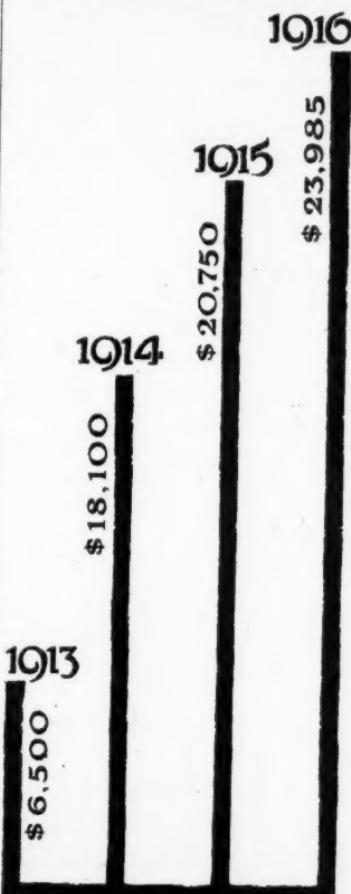
## AUGUST MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES FOR  
AUGUST(Exclusive of publishers' own  
advertising.)

	Pages.	Agate
		Lines.
Cosmopolitan	96	21,645
Harper's Monthly	95	21,294
McClure's (cols.)	115	19,578
Review of Reviews	86	19,348
World's Work	86	19,264
Metropolitan (cols.)	104	17,739
Sunset (cols.)	112	16,156
Scribner's	65	14,615
Everybody's	57	12,814
American (cols.)	82	11,823
Century	52	11,666
Hearst's (cols.)	66	11,310
Red Book	41	9,184
Munsey's	39	8,858
American Boy (cols.)	38	7,751
Wide World	31	7,112
St. Nicholas	22	5,063
Atlantic Monthly	22	4,951
Popular (2 July issues)	21	4,909
Boy's Life (cols.)	35	4,904
American Sunday Monthly (cols.)	27	4,877
National Sunday Magazine (cols.)	27	4,536
Boy's Magazine (cols.)	25	4,405
Current Opinion (cols.)	30	4,284
Blue Book	12	2,792
Ainslee's	11	2,650
Smart Set	9	2,212
Snappy Stores (2 August issues)	8	1,974
Bookman	6	1,344

VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES(Exclusive of publishers' own  
advertising)

	Agate	
	Columns.	Lines.
Vogue (2 issues)	370	58,524
Harper's Bazar	153	25,840
Ladies' Home Journal	109	21,959
Good Housekeeping (pages)	69	15,471
Woman's Home Companion	71	14,357
Delineator	68	13,779
Pictorial Review	62	12,400
Woman's Magazine	61	12,312
Designer	61	12,269
Ladies' World	46	9,467
Housewife	43	8,776
People's Home Journal	40	8,071
McCall's	58	7,852

Four Years  
Record of  
Advertising  
Revenue in  
August  
MetropolitanO. H. CARRINGTON  
MANAGER OF ADVERTISING

	Agate	
Columns.	Lines.	
Holland's Magazine .....	39	7,510
Modern Priscilla .....	44	7,412
Southern Woman's Magazine .....	40	7,070
Home Life .....	30	5,472
Mother's Magazine .....	37	5,268
People's Popular Monthly .....	23	4,398
Needlecraft .....	14	2,660

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CARRY-  
ING GENERAL AND CLASS  
ADVERTISING**

(Exclusive of publishers' own  
advertising)

	Agate	
Columns.	Lines.	
Vanity Fair .....	193	30,594
Popular Mechanics (pages) .....	106	23,926
Country Life in America .....	138	23,276
System (pages) .....	98	21,952
Popular Science Monthly (pages) .....	66	14,886
Field & Stream (pages) .....	54	12,144
National Sportsman (pages) .....	47	10,528
Theatre .....	58	9,812
House & Garden .....	52	8,278
Golfer's Magazine (pages) .....	32	7,168
Forest & Stream .....	48	7,139
Countryside Magazine .....	41	6,998
Physical Culture (pages) .....	31	6,960
Outing (pages) .....	30	6,888
Outdoor Life (pages) .....	29	6,508
Illustrated World (pages) .....	27	6,048
Outer's Book (pages) .....	26	5,852
Garden .....	40	5,684
House Beautiful .....	38	5,621
Arts & Decoration .....	36	5,060
Golf Illustrated .....	34	4,865
International Studio .....	34	4,721
Recreation .....	31	4,657
Travel .....	32	4,592
Motion Picture Magazine (pages) .....	19	4,460
Extension Magazine .....	26	4,160
Craftsman (pages) .....	14	3,136

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publishers' own  
advertising)

	Agate	
Columns.	Lines.	
Canadian Courier (5 July issues) .....	151	27,298
MacLean's .....	109	15,372
Everywoman's World .....	74	14,834
Canadian Home Journal .....	58	11,700
Canadian Magazine (pages) .....	49	10,976

**VOLUME OF ADVERTISING IN  
JULY WEEKLIES**

(Exclusive of publishers' own  
advertising)

	Agate	
Columns.	Lines.	
July 1-7		
Saturday Evening Post .....	148	25,178
Literary Digest .....	104	15,371
Town & Country .....	84	14,112
Collier's .....	61	11,657
Scientific American .....	50	10,141
Life .....	53	7,460
Independent .....	43	6,074
Leslie's .....	33	5,727
Christian Herald .....	28	4,763
Churchman .....	24	3,944
Youth's Companion .....	19	3,880
Outlook (pages) .....	14	3,318
Judge .....	19	2,744
All-Story (pages) .....	9	2,080
Illustrated Sunday Magazine .....	11	2,052
Every Week .....	6	1,141
Associated Sunday Magazines .....	5	900

**July 8-14**

Saturday Evening Post .....	158	26,963
Literary Digest .....	99	14,683
Collier's .....	71	13,470
Town & Country .....	66	11,136
Life .....	53	7,530
Independent .....	33	4,740
Leslie's .....	27	4,673
Christian Herald .....	26	4,503
Scientific American .....	14	2,960
Judge .....	18	2,730
Youth's Companion .....	13	2,655
Outlook (pages) .....	10	2,406
Associated Sunday Magazines .....	11	2,106
Churchman .....	12	2,040
Every Week .....	9	1,679
All-Story (pages) .....	4	1,098

**July 15-21**

Saturday Evening Post .....	158	27,370
Collier's .....	76	14,473
Literary Digest .....	73	10,770
Town & Country .....	52	8,733
Life .....	49	6,902
Leslie's .....	36	6,180
Outlook (pages) .....	18	4,080
Scientific American .....	20	4,057
Christian Herald .....	23	3,980
Independent .....	21	3,034
Judge .....	20	2,839
Illustrated Sunday Magazine .....	14	2,520
Churchman .....	14	2,358
Youth's Companion .....	11	2,241

# “The *Sky-Line* of The United States Shows Big Cities Only in SPOTS—”

TAKE a horizontal look at your own distribution map of the United States and you will find your Product only in widely scattered "Spots," so far as the larger cities are concerned.

There is a tremendous field of buying power among 60 per cent. of the families of America living in the Small Town and rural Field (towns of 10,000 and under). Get this field for YOUR PRODUCT. Let me tell you more. Write

*J. A. Lasher*  
Advertising Manager.

*Use Small Town Circulation  
1,000,000 Homes  
Every Month*

# HOME LIFE

*"The Small Town Family Magazine"*

**RATE NOW \$3.50 PER AGATE LINE**

MEMBER AUDIT BUREAU OF CIRCULATIONS

#### ADVERTISING DEPARTMENT

PUBLICATION OFFICE AND PLANT  
Ohio Street, corner La Salle  
Chicago, Ill.  
Tel. Superior 3280

EASTERN OFFICE IN CHARGE  
A. J. WELLS, Vice-Pres.  
1182 B'way, New York, N. Y.  
Tel. Madison Sq. 7551

	Agate Columns.	Lines.	Agate Columns.	Lines.
Every Week .....	11	2,042	Illustrated Sunday Maga- zines .....	18 3,274
Associated Sunday Maga- zines .....	11	2,000	Judge .....	21 3,048
All-Story (pages) .....	5	1,270	Churchman .....	15 2,452
<b>July 22-28</b>			Scientific American .....	8 1,698
Saturday Evening Post..	174	29,607	Every Week .....	7 1,260
Collier's .....	72	13,620	All-Story (pages) .....	5 1,190
Literary Digest .....	84	12,309	Associated Sunday Maga- zines .....	6 1,180
Outlook (pages) .....	40	9,162	<b>Totals for July</b>	
Leslie's .....	36	6,394	Saturday Evening Post .....	130,227
Life .....	40	5,634	Collier's .....	65,217
Christian Herald .....	19	3,260	Literary Digest .....	63,460
Independent .....	22	3,185	†Town & Country .....	33,981
Scientific American .....	13	2,678	*Life .....	27,526
Judge .....	15	2,260	*Leslie's .....	22,974
Churchman .....	12	2,074	Scientific American .....	21,534
Youth's Companion .....	9	1,837	Independent .....	21,066
Every Week .....	7	1,342	*Outlook .....	18,966
Associated Sunday Maga- zines .....	7	1,335	*Christian Herald .....	16,506
All-Story (pages) .....	5	1,120	Judge .....	13,621
<b>July 29-31</b>			Churchman .....	12,868
Saturday Evening Post..	124	21,109	*Youth's Companion .....	10,613
Collier's .....	63	11,997	†Illustrated Sunday Magazine .....	7,846
Literary Digest .....	70	10,327	Associated Sunday Magazines .....	7,521
Independent .....	28	4,033	Every Week .....	7,464
			All-Story .....	6,758

\* 4 issues in month.

† 3 issues in month.

#### RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATION

	Agate Columns.	Lines.
1. Vanity Fair .....	193	30,594
2. Harper's Bazar .....	153	25,840
3. Popular Mechanics (pages) .....	106	23,926
4. Country Life in Amer- ica .....	138	23,276
5. Ladies' Home Journal .....	109	21,959
6. System (pages) .....	98	21,952
7. Cosmopolitan (pages) .....	96	21,645
8. Harper's Monthly (pages) .....	95	21,294
9. McClure's .....	115	19,578
10. Review of Reviews (pages) .....	86	19,348
11. World's Work (pages) .....	86	19,264
12. Metropolitan .....	104	17,739
13. Sunset .....	112	16,156
14. Good Housekeeping (pages) .....	69	15,471
15. MacLean's .....	109	15,372
16. Popular Science Month- ly (pages) .....	66	14,886
17. Everywoman's World .....	74	14,834
18. Scribner's (pages) .....	65	14,615
19. Woman's Home Com- panion .....	71	14,357
20. Delineator .....	68	13,779
21. Everybody's (pages) .....	57	12,814
22. Pictorial Review .....	62	12,400
23. Woman's Magazine .....	61	12,312
24. Designer .....	61	12,269
25. Field & Stream (pages) .....	54	12,144

## Every Week & the Associated

A growing circulation—  
A growing influence—  
A growing reader confi-  
dence  
A greater buying im-  
pulse to women as well  
as men in

One million homes

95 Madison Avenue

New York

105 N. Wabash Avenue  
Chicago

24 Milk Street  
Boston, Mass.

# Prosperity Unparalleled Since Days of '49

Almost ninety per cent of the country's output of gold, silver, copper, lead and zinc comes from the eleven Far Western states. The remarkable prosperity of the Far Western mining industry, a prosperity unparalleled since the days of '49, has had little attention outside the centers of activity, because of other interests dividing the public's attention, but it is of tremendous import to the West. Below are figures illustrating the astonishing progress of the Western mining industry since the outbreak of the war:

## GOLD

	Value of Output
1914.....	\$ 94,000,000
1915.....	101,000,000
1916.....	98,000,000 est.

## COPPER

	Value of Output
1914.....	153,000,000
1915.....	243,000,000
1916.....	418,000,000 est.

## SILVER

	Value of Output
1914.....	39,850,000
1915.....	37,797,000
1916.....	52,000,000 est.

## LEAD

	Value of Output
1914.....	42,286,000
1915.....	51,705,000
1916.....	73,000,000 est.

## ZINC

	Value of Output
1914.....	35,000,000
1915.....	121,000,000
1916.....	86,000,000 est.

### TOTAL VALUE OF COUNTRY'S METAL MINE OUTPUT FOR THREE WAR YEARS

1914.....	\$364,000,000
1915.....	554,000,000
1916.....	728,000,000

Yes, things are booming in the Far West. Ninety per cent of the tremendous wealth from our mines comes from the Far West. Wages are exceptionally high. Buying power is exceptionally high. Big business is certain.

Sunset Magazine is not only the logical advertising medium through which you can reach the cream of the Western business, but it is the only *national* magazine published in the West.

  
A. Hood Head  
General Manager

# Sunset

THE NATIONAL MAGAZINE OF THE WEST

### HOME OFFICE: SAN FRANCISCO, CALIFORNIA

New York.....	515 Candler Bldg., W. A. Wilson
Boston.....	6 Beacon Street, Chas. Dorr
Chicago.....	338 Marquette Bldg., G. C. Patterson

Member Quoin Club and Audit Bureau of Circulations

**"PRINTERS' INK'S" FOUR-YEAR RECORD OF  
AUGUST ADVERTISING**

	1916	1915	1914	1913	Total
Cosmopolitan	21,645	20,160	26,656	30,688	99,149
McClure's	19,578	23,107	17,232	13,664	73,581
Harper's Magazine	21,294	17,220	16,611	14,224	69,349
Review of Reviews	19,348	13,888	15,288	16,087	64,611
World's Work	19,264	15,680	14,560	12,541	62,045
Everybody's	12,814	13,268	15,083	18,242	59,407
Sunset	16,156	11,260	13,608	15,008	56,032
Scribner's	14,615	12,186	12,880	12,904	52,585
Metropolitan	17,739	15,069	11,183	7,287	51,278
Hearst's	11,310	12,292	9,086	13,440	46,128
American	11,823	9,894	8,084	9,576	39,377
Century	11,666	9,086	8,582	8,306	37,640
Munsey's	8,858	8,540	10,164	9,352	36,914
Red Book	9,184	7,378	5,600	5,824	27,986
American Boy	7,751	6,694	5,639	4,800	24,884
Boy's Magazine	4,405	6,030	5,783	5,440	21,658
Atlantic Monthly	4,951	4,949	5,628	4,816	20,344
St. Nicholas	5,063	4,970	4,564	3,814	18,411
Current Opinion	4,284	4,609	3,741	3,795	16,429
Ainslee's	2,650	3,304	5,152	4,648	15,754
	244,398	219,584	215,124	214,456	893,562

**WOMEN'S MAGAZINES**

Vogue	58,524	42,933	40,400	34,884	176,741
Ladies' Home Journal	21,959	14,211	12,509	13,513	62,192
Good Housekeeping	15,471	12,292	15,456	13,369	56,588
Woman's Home Companion	14,357	13,906	11,567	13,056	52,886
Harper's Bazaar	25,840	11,648	8,510	4,016	50,014
Delineator	13,779	8,613	8,754	11,306	42,452
Pictorial Review	12,400	10,351	9,056	9,000	40,807
Woman's Magazine	12,312	7,771	7,987	10,337	38,407
Designer	12,269	7,771	7,904	10,349	38,293
Ladies' World	9,467	7,924	7,800	9,020	34,211
Housewife	8,776	7,108	8,148	8,800	32,832
People's Home Journal	8,071	8,284	7,211	6,616	30,182
Modern Priscilla	7,412	6,092	7,664	8,137	29,305
McCall's Magazine	7,852	5,967	6,983	7,375	28,177
Mother's Magazine	5,268	6,392	6,869	6,486	25,015
	233,757	171,263	166,818	166,264	738,102

**CLASS MAGAZINES**

Popular Mechanics	23,926	17,884	18,368	20,720	80,898
Country Life in America	23,276	16,128	19,398	20,179	78,981
System	21,952	14,546	16,576	15,778	68,852
Vanity Fair	30,594	18,181	13,185	5,984	67,944
Popular Science Monthly	14,886	14,364	15,680	10,554	55,484
Field & Stream	12,144	10,338	9,464	9,744	41,690
Countryside Magazine	6,998	9,368	7,140	7,480	30,986
Outing	6,888	6,152	8,820	8,996	30,856
House & Garden	8,278	6,252	6,664	6,670	27,864
Physical Culture	6,960	6,125	5,990	6,019	25,094
Theatre	9,812	4,042	4,282	4,704	22,840
House Beautiful	5,621	4,800	4,887	5,186	20,494
Garden Magazine	5,684	3,458	4,494	6,132	19,768
Illustrated World	6,048	4,032	4,844	4,256	19,180
Travel	4,592	4,480	5,057	4,180	18,309
International Studio	4,721	4,018	4,662	3,990	17,391
	192,380	144,168	149,511	140,572	626,631

**WEEKLIES (July)**

Saturday Evening Post	*130,227	*78,204	65,252	62,437	336,120
Collier's	*65,217	*45,245	34,838	34,168	179,468
Literary Digest	63,460	*43,399	32,942	26,809	166,610
Town & Country	†33,981	†27,372	21,240	28,352	110,945
Life	27,526	*23,290	*19,302	*20,676	90,794
Leslie's	22,974	*26,385	*15,201	*16,080	80,640
Outlook	18,966	17,795	21,728	21,640	80,129
Scientific American	*21,534	*16,620	13,869	12,127	64,150
Christian Herald	16,506	13,944	*11,004	*9,792	51,246
	400,391	292,254	235,376	232,081	1,160,102
	1,070,926	827,269	766,829	753,773	3,418,397

† 3 issues.

\* 5 issues.

# Periodicals

with the precision and  
quality of fine catalogs

## CATALOGS

with the prompt service  
and timeliness of  
periodicals.

# PRINTED

*In the Model Plant*

*of*

**The Carey Printing Co.**

Hill Building

Tenth Avenue and Thirty-Sixth Street

NEW YORK



*And it works in daylight in show windows!*

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

**W. H. STAVENHAGEN CO., Inc.**  
331 FOURTH AVE., NEW YORK  
Telephone, 6429 Madison Square.

## You Can Use Those Movie Films

What are you doing with your advertising films? Here is a machine that automatically projects motion pictures.

### Happenings in Auto Field

Prices on twenty-three automobiles have been raised recently, but notwithstanding this general trend the Ford is not the only car to announce a cut in price. The decision of the H. H. Franklin Manufacturing Company to reduce the price of its car \$100, to \$1,850, antedated the Ford announcement. The Franklin output for the year ending June 30th was 3,776, while 10,000 cars was set as next year's goal at a salesmen's convention held last month.

Equivalent to a price reduction is the anticipated announcement of a new Chevrolet eight-cylinder car, to sell for \$700. The average selling price of "eights" is \$1,400.

Studebaker's net profits for the half year to June 30th, ran at an annual rate of \$11,000,000, or over thirty-seven per cent on the common stock issue of \$30,000,000. During this period war orders contributed but \$180,000, or less than three per cent, to the total net earnings. The Studebaker fiscal year coincides with the calendar year, and thus it covers in its twelve months' operations results of sales of two different seasons' cars. "What the profits of the second half-year will figure," says the Boston *News Bureau*, "depends whether Studebaker is moved by the example set by Ford and the probable example of others to cut prices. The chances are that Studebaker is now so distinctly out of the Maxwell, Overland and Chevrolet class that it will tend to stand rather firm in price. If a cut is made it will be on the basis of a greatly expanded increase to an output of 125,000 cars for the 1917 models."

**KELSEY**  
HEALTH HEAT

THE Kelsey Health Heat heats with heated fresh air taken directly from outside. It has mixed with it just the right amount of healthful moisture. It is dustless, noiseless and leakless. It will heat more with less coal than any other heats—and we can prove it. Want the proofs? Send for—Some Saving Sense on Heating—Booklet.

**THE KELSEY**  
WARM AIR GENERATOR

230 JAMES STREET  
SYRACUSE, N. Y.  
NEW YORK: 103-V Park Avenue  
CHICAGO, ILL.:  
2767-V Lincoln Avenue  
DETROIT, MICH.:  
Space 95-V Builders Exchange  
BOSTON, MASS.:  
405-V P. O. Sq. Bldg.

### Mears on Copy

CLEVELAND, O., August 4, 1916.  
*Editor of PRINTERS' INK:*

Give us more issues like that of August 3rd. The leading article, Mr. Bates' article, and John E. Kennedy's advertisement, each in its own way bearing upon the importance and money value of copy, give a new interest to the most neglected and unquestionably the most important phase of the entire advertising problem.

I was one of those who went to the Philadelphia convention to hear what might be said about copy, and I heard nothing. Newspapers, magazines, bill boards, specialties, teachers, trade papers, the religious press, advertising clubs and advertising agencies, one and all had their departmentals and their hours, but I sought in vain for a word about that element without which all these others would live in vain (or rather, would cease to exist)—copy.

Advertising might prosper without newspapers, without magazines, without agencies, without clubs—not any one of these is absolutely vital to its existence—but the man who can imagine advertising without copy has an imagination not limited to the realities.

Clubs, advertisers and special organizations have given much thought and investigation to questions like

How does the publisher get his circulation?

What shall we do with the fraudulent advertiser?

Is medical advertising in religious papers ethical? And the like, but nobody seems to be devoting much serious thought to the great variety of problems that arise on the subject of the advertiser's message. The consequence is that *copy* is the one subject advertisers know least about, the one element of advertising on which they are most easily misled, the one department of advertising in which they wander most aimlessly. It is, consequently, the one element of advertising that most needs the light of day, the one that cries out for intelligent discussions. And I conceive it to be the duty of PRINTERS' INK to keep that fact in mind and to give its readers more contributions such as appeared last week in your columns.

Let's see how much our authorities really know about copy. Let's see what relative value agencies attach to copy. Let's find out whether a great many agencies are not minimizing its importance and substituting "merchandising schemes" in its place.

Copy is the thing on which the advertiser risks his entire advertising appropriation, and most advertisers spend their money on copy that pleases them personally, whether it may do the business that advertising is supposed to do or not.

Men like Chas. Austin Bates, John E. Kennedy, Claude C. Hopkins, Paul Faust, Richard Foley, Mr. Johns, Messrs. Williams & Cunningham and E. Leroy Pelletier could easily contribute statements of great value. And if the Associated Clubs are really serious in their endeavor to get the truth about the vital spark of advertising, they might profitably offer a prize of \$10,000 for the most notable and authoritative contribution on the subject published within a given period. That amount is small compared to the money advertisers are losing monthly because of the darkness that envelopes the tremendously important element of copy.

CHAS. W. MEARS.

### Agency Active in Northwest

The Botsford Advertising Company, Portland, Ore., is handling the advertising and merchandising campaign for the Northwest Fruit Products Co., Salem, Oregon. This concern is placing an extensive newspaper and poster campaign for "Loju" Loganberry Juice throughout the Middle West and the Pacific Coast.

Other accounts acquired by the Botsford agency are the Chas. K. Spaulding Logging Company, manufacturer of Indiana Silos West of the Rockies; the Albers Brothers Milling Company, using farm papers for dairy and poultry foods; the Oregon City Woolen Mills, manufacturers of steamer robes, mackinaws, etc., and the Hood River Apple Vinegar Co., Hood River, Oregon. This last-named company is advertising a new vinegar through newspapers on the Pacific Coast.

### TO THE MAN WHO ADVERTISES, CIRCULARIZES OR SELLS THROUGH SALES MEN

*Do you advertise—with poor results? Circularize—with poor results? Employ salesmen—with poor results? If so, what is wrong?*

The question is answered in a book from the pen of one of the greatest business specialists in the country, entitled:

#### *The Selling Force AND The Selling Farce*

This book is a concentrated message to business men, preventing the prodigal waste of good money and giving the selling secret.

Application of the principles explained in this book has turned loss into profit, and small profits to large. A special and limited edition in flexible covers, pocket size, fully illustrated by F. G. Cooper, printed on hand-made paper with rubricated initials will be sent to readers of Printers' Ink upon receipt of 25 cents in stamps or coin. Money back if the information the book gives is not deemed worth a great deal more than the price.

THE DANDO COMPANY  
3rd near Chestnut St., Phila., Pa.

### Thomas C. Lothian Proprietary, Ltd.

Melbourne and Sydney  
Founded 1888  
Cable Address "Thorough" Melbourne

### AUSTRALASIA

Publishers' Representatives

COMMISSION and direct buying. Agencies for Australasia are sought in any lines that can be sold to Booksellers and Stationers.

WE represent some of America's best Publishers and all the Booksellers of Australasia are called upon regularly.

WE are also in close touch with all the Libraries and with the Educational Trade.

Bankers: The Bank of New South Wales, Melbourne

Head Office: 100 Flinders St.  
MELBOURNE, VICTORIA

# The Little Schoolmaster's Classroom

**E.** KIRSTEIN SON'S COMPANY, manufacturer of Shur-On optical goods, of Rochester, N. Y., has been able to devise an advance card for its salesmen that performs a double duty. The card not only announces the proposed arrival of the firm's representatives, but in many instances it is used by the dealer as a counter or window-display piece.

In writing the Schoolmaster about the idea, A. M. Franklin,



**Shelltex**  
(TRADE MARK)  
**Shur-on**  
Eyeglasses and Spectacles

A REAL PHOTOGRAPHIC ADVANCE CARD WHICH OFTEN IS USED BY DEALERS FOR DISPLAY PURPOSES

advertising manager of the company, says:

"Some time ago we had an opportunity to purchase some beautiful, hand-colored, imported cards at an attractive price. We printed our announcement on the front of these cards, but fearing that we would be desecrating an object of art, no advertising of any kind was put on the picture side. There were twelve designs in the series. Strange to say,

these cards did not meet with success. They may have succeeded in telling the retailer that our salesman would call soon, but that is all they did do. We found that, while dealers may be interested in art, they don't care to take it with their business. Instead of pretty pictures sent out to appeal to their sense of esthetics, they much prefer something that will help them sell their merchandise.

"Profiting by our experience, we next got out a neat, high-grade, costly advance card that announced the intended visit of the salesmen on one side. On the other side was a beautiful photographic print of a young woman. In connection with the picture our product is neatly but nevertheless unmistakably advertised, and on one of the cards the girl shown is wearing a Shur-On.

\* \* \*

"When the dealer receives one of these cards and reads on the face of it that our representative will call on him shortly, he turns it over and on the other side sees an attractive advertisement of our line. In the majority of cases it seems to occur to the merchant that this picture would look well if displayed in his showcase or window, although we do nothing to suggest this idea to him. The hand-colored card that we formerly sent out was just as attractive, but not containing any advertising, the dealer threw it away or set it aside after reading the announcement about our salesman."

If this story proves anything it is that live retailers are constantly on the alert for any "help" that will enable them to sell more goods. It also shows that many dealers are not slow to recognize a good idea, even though it may come to them unheralded and unlabeled as an idea.

\* \* \*

Affinity of suggestion is an element in copy production, and

while the following anecdote has little bearing on advertising it seems too good for consignment to oblivion. There's a stock joke in any number of New York offices, in hazing new office boys or girls, to get them to call Rector 3732 and ask for Mrs. Fish. That's the telephone call for the Aquarium.

But recently the Schoolmaster put in a call for a certain concern, and when he got the number, as-

sumed that it was the one he called. Forthwith he asked to speak to Mr. Bull. An icy voice replied:

"This is the Sheffield Farms dairy."

\* \* \*

For weeks an advertisement by a Trenton advertising man's wife had been running, calling for a child's nurse. Results were about as scarce as they are from a quarter-page card

## Creme de la Creme

We advertise in other magazines to secure subscriptions to GOOD HEALTH, and, in so doing, find that the only kind of people who respond and subscribe to GOOD HEALTH are the wealthiest and most prominent people, who read "The Outlook," "The Independent," "Review of Reviews," "The Survey," "The Nation," "World's Work," "The New Republic" and other magazines of the highest class. This is why we know GOOD HEALTH circulation to be made up of "*the cream of the cream.*"

Advertising Manager **GOOD HEALTH** 1808 W. Main Street  
Battle Creek, Mich.

## EXPORTERS



desiring Printing  
that conveys the  
*character* of their  
products should  
look into our  
established foreign  
language service

22 *Languages*

FRANK F. LISIECKI  
9-15 MURRAY STREET  
TELEPHONE BARCLAY 6570

**"GIBBONS Knows CANADA"**

## He has the right spirit

WE have in our employ a young man, age 22, who besides being a close student of advertising, has a born knack of writing. He has had experience in copy-writing and making layouts and is a first-class stenographer. A recent change in our advertising arrangements will greatly affect him in that he will not have the same chance of broadening out as he had before making this new arrangement. We should like to see him suited. Any agency, publisher or advertising manager wishing a live assistant would do well to get in touch with the

*Advertising Manager*  
SHARPLES SEPARATOR CO.  
WEST CHESTER, PA.

### *Advertising and Publicity Man—*

with ability to command English and inject the necessary forcefulness into advertising appeal, is ready to make a connection with a large national advertiser.

If you want a man who believes in the power of language and knows how to compel the thought and attention of those whom you would reach, this is your opportunity.

The writer will not consider a position which pays less than \$6,000 a year, and would prefer one where initiative is wanted, and where he could direct, rather than follow. L. D. Box 103, care of Printers' Ink.

set in Noah's Ark type and inserted in the tenth annual issue of the Souvenir of the Ancient Order of Retired Boilermakers. "Why not make that nurse phraseology sound a little more attractive," remarked the head of the family, "and advertise for a 'mother's helper'?" 'Twas done, and immediately there were returns galore.

\* \* \*

The national advertiser had written the publisher that if there were no other reason for not using the publisher's periodical, merely the character of certain advertising then carried would be sufficient to exclude the periodical from consideration. The publisher's reply was pointed: "Please go to thunder," he wrote. "I know I can't do you much harm, but I am going to flea-bite you all I can." It strikes the Schoolmaster that "flea-bite" was an appropriate term, and that this particular publisher advertised himself rather neatly.

\* \* \*

The Schoolmaster is indebted to a friend from Colorado Springs for the accompanying sample of how another street whose name had become nationally notorious has been successful in having its nomination revised.

This little bit from Colorado has such a subtle backfire that the Schoolmaster feels justified in handing the palm to the councilmen of Cripple Creek for possessing a sense of humor in addition to their formal civic attributes.

It seems that some two years ago a certain well-known journalist was touring the country on a roving assignment for a weekly publication in which appeared his "write-ups" on his travels "abroad" at home.

According to the Cripple Creek way of thinking, he fell down very badly in covering that town. To its people he appeared to lack even a fundamental knowledge of constructive journalism, and neglected to go into transports of rapture over the romance, the wealth and beauty of this world-renowned gold camp.

Instead, his cosmopolitan pen dwelt at undue length on the famous Red Light district on the, then, Myers Avenue. He also accorded a certain Madame considerable publicity. Making due allowances for the effect of unusual altitude on unaccustomed physiques, nevertheless the inhabitants of Cripple Creek, justly proud of their airy town, resented what seemed to them a grave oversight on the writer's part on certain characteristics of their community, with undue exploitation of others. Instead of writing a lot of pieces for the paper on the matter, however, or drawing up uncomplimentary resolutions, this is what Western directness did about it.

\* \* \*

"When the story appeared," we have it from our informant, "the Cripple Creek council, by city ordinance, changed Myers Avenue to Julian Street, by which name it is now known and appears on all city records. This, to our untutored Western mind, was not a bad bit of inspired irony—what?"

**E. I. S.**  
Motion Picture Corporation  
205 W. 40th St., New York City  
PRODUCERS OF  
Educational, Industrial  
and Scientific Films  
Write for our synopsis on distributing industrial pictures.  
Ask the International Paper Co.  
about the film we made for them.

## Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

**PAUL BROWN**  
COMMERCIAL ARTIST  
456-46 Ave.  
NEW YORK  
BOOK 504  
PHONE  
1752 MADISON SQ.



## A \$200,000,000 FIELD

COVERED BY

## The Army and Navy Journal

*For Over 50 Years  
"The Newspaper of the Services"*

This is the annual pay of the 200,000 Army and Navy and Marine Corps officers, enlisted men and their families.

OVER 300 CO-OPERATIVE STORES cater to the wants of this class, whose incomes are CERTAIN and REGULAR.

Distribution for a majority of nationally advertised brands has been secured through our plan.

*Ask for further particulars.*

**20 VESEY STREET** NEW YORK

100,000 college women are now attending 250 colleges in this country.

Ask us how we can bring your merchandise to their attention,  
Collegiate Special Advertising Agency, Inc.  
503 Fifth Avenue New York City

**USA**  
Phone 1329 Murray Hill

## OVER PRODUCTION!

The "infant paralysis" scare put a temporary crimp into the demand for Toy Balloons, in consequence of which we have on hand

## 25,000 "TANGOS"

(Which Inflate to 22 Inches in Circumference)  
BRILLIANT ASSORTED COLORS—PERFECT GOODS

Some broad-minded advertiser with a love for little children can "cash in" on this as we will sell them cheap, either printed or plain.

Wire for samples, stating quantity you can use.

**AMERICAN BALLOON CO.** 38 E. 22nd St.  
NEW YORK



## Classified Advertisements

### BALLOONS

Ask AMERICAN BALLOON Co., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

### BOOKLETS

Send 10c (stamps) for case of samples (and prices) of envelope size booklets that look good but cost little because manufacturing methods have been standardized. The Dando Company (Manufacturers), 42 So. 3rd St., Phila., Pa.

### BUSINESS OPPORTUNITIES

#### For Sale—Modern Printing Plant and Bindery

(cylinder presses, job presses, monotype, folders, cutters, stitchers, extra large quantity and variety of type, large stock of paper and inks) in a large, prosperous town in northern Indiana. Prefer to sell entire plant to one party to be operated in present quarters. Numerous good printing contracts can be had at once. Rent free till purchaser gets plant in full swing. This is a wonderful opportunity. Can be purchased at right price, part cash and balance on easy payments. Responsible parties to deal with. Good reason for selling. Box 619, care Printers' Ink.

### HELP WANTED

**SOLICITOR FOR AGENCY**  
wanted by western agency. Big field. Good opening for producer. Give all information in first letter. Box 614, Printers' Ink.

An advertising man of importance to associate himself with a high grade monthly magazine on an attractive co-operative arrangement. Box 618, Printers' Ink.

First Class copy man wanted for agency work. Submit samples. State previous connections and salary wanted. We will return all work submitted. Good opportunity for right man. Keeshen Advertising Co., Oklahoma City.

**ADVERTISING REPRESENTATIVE WANTED**—Thoroughly competent man to represent in New York City and vicinity a big, new, high-class trade paper, unquestionably bigger and better than anything in its field, starting with 10,000 paid subscribers, with good prospect for 20,000 within the first year—double the circulation of any competitor. Advertisers recognize the need of the publication and praise the details of our plan and appearance of the prospectus. Big opportunity for right man, but he must back his own estimate of his ability by being willing to work on commission only. Byxbee Pub. Co., Chicago.

Solicitors, young men for a live trade paper in a productive field. Drawing account and commission arrangement. Experience not essential. Box 571, P. I.

Wanted—Aggressive *assistant Manager* for *printing department*, able to do estimating. References required. Apply STEINMAN & FOLTZ, LANCASTER, PA.

### COPY MAN WANTED

Well-established, growing agency has splendid opening for a live, experienced agricultural and mail-order copy and layout man; must have agency experience. State salary expected; give references. Address, Box 601, Printers' Ink.

One of the oldest established Furniture Trade Journals desires the services of an advertising solicitor to cover New York City and adjacent territory. The right man will be able to create good income. Commission basis only until efficiency is satisfactorily proven. Box 592, Printers' Ink.

Young Man who has had experience in handling Sales and Advertising Records, preferably in a specialty manufacturing office, to follow up prospects, write sales letters and install and operate systems in a sales and advertising department of a company selling a specialty to manufacturers. Write, giving age, experience, references and salary expected. Box 599, Printers' Ink.

Printing Salesman—with the ability to sell Art Work catalogues and booklets—one who can originate his own ideas and sell them. We have a medium-size printing plant, doing high-class color and catalogue work. We have an efficient art department, also an advertising agency with clever copywriters. Exceptional chance and wonderful opportunity to the right party. All communications to be treated confidentially. Box 595, Printers' Ink.

### POSITIONS WANTED

Advertising solicitor, writer and correspondent, with 15 years' New York experience, wants to represent out-of-town papers. Frank Rutherford, 507 Fifth Avenue, New York.

**A COPY WRITER**  
of peculiar ability desires connection with concern appreciating clever, pulsing matter. Somebody gets my services pretty quick. Box 604, Printers' Ink.

**Successful Woman Copywriter**  
now making good in hard position, wants to make progressive change. A thinker, versatile and adaptable. Unusually broad experience in direct mail advertising, with a record of real results in booklets, house-organs and general work. A good executive. Worth and can earn a good salary. What is your proposition? Box 593, Printers' Ink.

I am 26 years' old; university education; six years' advertising, writing and soliciting experience for manufacturers, newspapers and agencies. I want job that holds a future. Box 617, P. I.

### Accountant-Auditor-Office Manager

17 years' experience in publishing and advertising business; executive ability. Box 594, Printers' Ink.

### SERVICES with INVESTMENT

Class publication, or other enterprise, with legitimate use for \$1,000 and promotion services, please address Box 613, Printers' Ink.

### As Ad Writer and Service Man

Two of New York's most extensive advertisers credit me with *Creative, Initiative and Executive Force*. Samples and references upon request. R. E. N., 27 W. 37th St., N. Y. City.

### NEED ME?

Young (24), common business sense. Copy writer, good letterer, decorative designer. Thorough knowledge of printing, engraving and layouts. In present position six years. Desire connection with agency, publisher or advertising manufacturer. Box 608, Printers' Ink.

A \$5,000 advertising man, 35, married, sober, purposeful, steady, employed, seeks change about September 1. Really excellent at copy, plans, merchandising. 17 years' experience, covering agency, department store, manufacturing. Will take \$3,000 first year from concern offering future. Box 598, Printers' Ink.

YOUNG MAN, 25 years old, seeks position as Assistant to Advertising Manager, or become connected with advertising department of reliable firm. Five years' experience in advertising department of large manufacturer, compiling catalogs, booklets, folders, copy writing, planning lay-outs, etc. Full particulars by mail. "A-1" reference regards to character, ability and honesty. Address, Box 610, care Printers' Ink.

### The Agency With An Eye Open

for a mature copy, layout and plan man, can locate a prospect

—8 years' work, last 5 on accounts of present employer, large N. Y. agency; college graduate, married, 30 years old—by writing Box 611, P. I.

"You have a MATHEMATICAL MIND," said the president. Young man, college education, past two years charge of Advertising Million-Dollar Food Products Corporation, desires Advertising Agency connection or position as Advertising Manager of small, growing concern or Assistant to Sales or Advertising Manager of large organization. Formerly Advertising Solicitor, 2 years Metropolitan Daily, Student of Men, Markets, Methods and Media. Energetic, Conscientious. Box 603, P. I.

### ADVERTISING MANAGER

Department store experience, recent graduate of New York advertising school. Twenty-five years of age, very successful ten year record with last employer. Salary \$30. Box 615, P. I.

Advertising Agency Assistant—Three years' experience agency work: Stenography, bookkeeping, billing, placing orders, auditing bills, supervision of checking, etc. Accurate, conscientious, close attention to details. Excellent reference from present employer. Box 605, Printers' Ink.

Copy and idea man and office executive, has ability at getting the most out of men and the facilities at command. Has created some well-known national advertising. Entire business experience has been in publicity—Printing, Engraving, Lithography and with Advertising agencies. Not looking for a "soft snap." Want a *real* position, with opportunities, either in Agency Service or as Advertising Manager. Box 609, P. I.

### THIS BUSINESS BUILDER CAN DELIVER THE GOODS

Executive, 29 years' old, full of energy, ambition and tact. A university graduate and disciple of Sheldon and Harrington Emerson. Seven years' experience in textile manufacturing business as merchandise man, traveling salesman, sales correspondent, department sales manager, branch house manager, export manager and factory purchasing agent. Remarkably successful in mail-order campaigns. Present position limited in scope. Wants executive position in any line of business where a high-class man is needed. Pacific Coast preferred. Box 597, Printers' Ink.

### Planner Writer Solicitor

Just resigned four-year job with complete service agency; account, change in ownership. Previous five years was traveling free-lance, mostly mail-order plan and copy for Central States firms. Extraordinary experience advertising, selling and working in many lines manufacturing, jobbing and retail business and educating, soliciting potential advertisers. Bought and sold everything used in advertising. Ever close student marketing and inquiry follow-up plans. Good letter writer; other copy and knowledge medium fair. Good education, appearance, speech, personality; smoking only questionable habit. Energetic, game, resourceful, tactful, amiable, adaptable, quick, clear judge character, able meet most people common ground and topics. American, medium complexion, height six, weight 190, age 32, married. Desire new connection good agency, paper or manufacturer; anywhere, at once. Had vacation, anxious be busy. I'm worth what I can get, so ask you advise what opening you have subject my qualifying by mail or interview. Address Box 612, P. I.

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# Efficiency

The great objective in every business house today is *more efficiency*.

And efficiency merely means making one motion do what it took *two* to do before—making one hour yield up results that *two* gave you before—making *one dollar of selling expense bring back the profit that TWO brought before*.

These are the things the men of *The Chicago Tribune's Merchandising Service Department* help you to do.

Not superficially, but thoroughly and painstakingly, they dig down to the bottom of your selling problem in its relation to the Chicago market.

They bring to bear upon it all the data and experience they have gathered through working out the

solution of similar problems in the last half dozen years.

They make special and minute investigations in order to know exactly what you have to do, what conditions you must meet.

They show you where the fertile territory lies and where it's merely wasted effort and wasted money and wasted time to put a salesman in.

They *save your money and expand your sales*.

They're ready to serve you any time you say the word, without cost or obligation.

Address a letter to *The Chicago Tribune's Merchandising Service Department*, telling what your product is and what you wish to accomplish.

# The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over

600,000
500,000 Sunday
350,000
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office : 251 Fifth Avenue, New York City  
 Pacific Coast Advertising Office : 742 Market Street, San Francisco